

### David Carter, MBA – President/Owner, Scramjet Strategies

**David Carter** is the owner of Scramjet Strategies, a business consulting company and premier executive education and coaching solution for leaders and owners of entrepreneurial growth firms. David works with organizations and leaders who know they can achieve more for themselves and their companies. His clients embrace planning, executive coaching, team building and issue resolution – all focused on enabling them to achieve higher performance and optimum results.

David helps clients clarify the real obstacles that hold them back, the issues that need to be resolved, and the opportunities leading to sustained growth. He helps them build confidence **to make better decisions** on the right issues, **to achieve greater results** with the least amount of resources, and therefore to be more successful.



### Background

As President of Scramjet Strategies, David draws on more than **33 years of success** as an experienced business executive, entrepreneur, strategist, trusted advisor and dedicated community leader. David's career has taken him around the world living and working in the US, New Zealand and the UK. He has held senior executive positions within the Thomson Corporation, Wolters Kluwer, and Ziff-Davis publishing companies.

David's leadership positions have been in large and small organizations. His track record includes multinational, public and private companies, across many industries, including healthcare, architecture, general contracting, publishing and business services. Notable accomplishments have been to:

- Refocus an international pharmaceutical publisher to be a commercially viable and market driven electronic publisher. This new focus grew electronic subscriptions to 80% of total revenue and grew Return on Sales (ROS) from -5 % to 21%.
- Manage re-design and re-launch of a drug pipeline competitive intelligence database. Worldwide subscriptions increased by 255% within one year.
- Develop and implement a strategic communications plan; and advise on a new acquisition strategy focused on software companies for the Institute for Scientific Information.
- Coach and train for Headquarters Companies, the first franchised system of shared executive suites. Mentored new owners throughout the opening and development of their businesses.

In addition, he successfully founded and developed two businesses: American Trade Exchange, an import and export company, and a PC Systems Development and Training company. These have provided excellent environments to "practice what he teaches."

David's goal is to deliver "best in class" forward thinking and pragmatic business consulting, professional coaching and teaching to privately held companies and their leaders. He brings a unique and powerful blend of clarity, insight, inspiration and different thinking to his clients.

His diverse strengths include leadership development and expertise in management, sales, marketing, business development, and succession and strategic planning. He has helped organizations develop winning strategic business plans and implement results-driven tactics, and led owners, entrepreneurs and senior executives through coaching during times of organizational change.

### **Associations**

David is the **coaching partner of Gazelles International** for the Greater Philadelphia Area, and one of only 85 coaches in the world qualified to teach *Mastering the Rockefeller Habits* and its One-Page Strategic Plan and "best practices."

He serves on the Boards of the Entrepreneurs Forum of Greater Philadelphia and the Philadelphia Center City Proprietors Association (currently Vice President). David is a member of the Greater Philadelphia Senior Executives Group. He is a graduate of the Arts and Business Council of Greater Philadelphia "Business on Board" program which prepares business leaders for Board membership with non-profit arts organizations. This led to David serving two years on the Board of the Wood Turning Center.

### **Other Activities**

David is a Contributing Author for *Walking with the Wise II*, published by Mentors Publications.

He is an active public speaker and workshop facilitator on current business topics. His speaking engagements have included: Union League of Philadelphia Business Network; Greater Philadelphia Chamber of Commerce Educational Forums; Flooring Plus/JJ Haines Convention, Atlantic City; Financial Executives Networking Group (FENG); Center City Proprietors Association; Midlantic Business Alliance; Philadelphia Commercial Development Corporation; and Senior Marketing Executives of Philadelphia.

### **Education**

David's education includes MBA and BS in Business Administration degrees from Louisiana State University; a Strategic Marketing Management Certificate from the Cranfield School of Management, England; and Advanced Leadership Training by the U.S. Air Force Squadron Officers' School.

### **Contact**

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## **Testimonials**

### **P. AGNES, INC.**

#### **Building Contractors – Construction Managers**

*Pat Pasquariello, Vice President & Principal*

David, I wanted to express my gratitude and appreciation for your expertise. Your coaching has had a huge affect on how I look at business and on P. Agnes Inc. in general. Perhaps the most beneficial lesson is the concept of working ON my business in lieu of just working IN my business. Much of what you taught me really was extremely obvious and, as I found out, necessary to the success of P. Agnes. Although I have always set goals, you showed me how to create S.M.A.R.T. goals which are much more meaningful, and have more "teeth". I will be able to chart a path for myself and for P. Agnes that will be financially rewarding for years to come. Thank you for all of your efforts in making me a better, more complete businessman. I have found not only a business coach, but a friend.

### **LANSULTANTS, INC.**

#### **Computer Services for Law Firms**

*John S. Miller, President*

As we approach the first year anniversary of using your services I wanted to let you know how pleased we are with your program in general and your services specifically. Since last August LANsultants, Inc. has grown dramatically. I am not sure which measurement is most meaningful, but with your assistance we have successfully increased our staff size by 35%, our facility size by 86%, revenues by 30%, in the midst of implementing more formal management structure, developed new strategic partnerships, and new business lines. David, again, on behalf of the owners and staff of LANsultants, Inc. thanks for your assistance. Any prospective client can contact me at any time.

### **SHINGLE AND GIBB COMPANY**

#### **Specialists in Industrial Automation**

*Brian S. Lepsis, Chief Operating Officer*

David, I wanted to send you a quick *Thank You* for all of the guidance, insight and energy you have given us over the past six months. As a result of using the Rockefeller Habits, our internal communications are better than they have ever been, everyone in the Company knows what our most important collective goals are, and even more importantly they know how their individual activities contribute toward those goals. The practices you helped us initiate, as well as the Core Values you helped us articulate, are benefiting us and our Customers as we continue to accelerate our growth.”

### **UJMN**

#### **Architects and Designers**

*Robert W. McCauley, AIA, Principal*

You provided a practical, "outcomes based" approach to a better understanding of ourselves, our business and our goals that yielded immediate, measurable benefits; and enabling our firm to achieve long term strategic goals and to strengthen our firm's team approach. I feel confident that our firm will benefit from these business planning efforts for many years into the future.

*Joseph A. Nicholson, AIA, IDSA, Principal*

David, I thought you might like to know I just received notification that I was accepted and granted a place in the Graduate Museum Studies Program at the University of Leicester in the UK. Your program from day one played a key role in this regard when you asked us at the first session to think about what we wanted to do in all aspects of our business and personal life and then focus on it. So now we've seen both positive business and personal results occur in less than a year. Thank you.

