



### Executive Summary

David Paul Carter is the Principal of *Growth Cubed*, an innovative business coaching company. He helps privately held, family managed, and social sector firms gain strategic clarity about their future, implement effective growth strategies, and lead with extraordinary impact to grow and increase their value. Becoming totally embedded with his clients drives David's results. He wants your organization to be worth more than when he entered!

### Profile

David brings to clients more than 30 years of management and operations experience in healthcare, business services, publishing, and social sectors. He has lived and worked in the US, New Zealand and Europe, serving on leadership teams in the capacity of publisher, vice president of business planning and corporate communications, vice president of strategic alliances, market development director, personnel director and assistant hospital administrator.

David has pioneered e-commerce business, developed strategic publishing relationships worldwide, and managed product acquisitions and cross-cultural team building. He founded and developed two businesses prior to *Growth Cubed* and has authored *The Carter Reports* Newsletter Blog for 14+ years. These experiences create a unique bond with his client CEOs and teams in understanding the daily challenges and opportunities they face as leaders.

David, *The Clarity Guy™*, believes that clarity comes first. Clarity is a game changer and drives success for businesses, organizations, divisions, and individuals alike. Clarity drives faster, better decisions - a key success factor.

David has transformed his extensive expertise into coaching and advising CEOs seeking to improve profitability, performance and value.

### Industry Specialties

- Business Services ▪ Communications
- Healthcare ▪ Publishing ▪ Manufacturing
- Distribution ▪ E-commerce

### Focus on Removing Constraints

- Implementing the *Scaling Up* growth system
- Increasing leadership effectiveness
- Setting truly differentiated strategy
- Reviewing and updating your business model
- Developing your one-page strategic plan

### Client Deliverables

- Reduce CEO/Team management time by 80%
- Realignment to drive execution and results
- Triple your industry average profitability
- Increase company valuation re: competitors

### Client Profile

My clients are Owners, CEOs, Partners, and Leadership Teams who seek to:

- Develop a compelling long-term vision for growth
- Scale their business more rapidly and more profitably
- Improve the predictability of results
- Build a better culture
- Increase leadership effectiveness
- Build more productive and functional teams
- Improve sales results and margins
- Build personal accountability
- Eliminate multiple barriers to growth
- Gain more leverage – thinking and engagement – from their team

See what David's clients are saying:  
<https://growthcubed.com/client-successes/>

### Current

- Principal/Founder, *Growth Cubed*
- Gazelles/Scaling Up Growth Methodology
- Downtown Denver Partnership, Economic Development Council & Mentor, Commons on Champa

### Past

- Board of Directors, *Entrepreneurial Forum of Greater Philadelphia*
- Board of Directors, *Wood Turning Center, Philadelphia*
- VP Planning & Corp Communication, *ISI (Thomson Corporation Co.)*, STM publisher for academic, corporate and special library markets
- Publisher, *Adis International (Wolters Kluwer Co.)*, international STM publisher for pharmaceutical competitive intelligence
- VP Strategic Alliances, *SilverPlatter*, international electronic publisher for academic, health, corporate, and special library markets
- Market Development Director, *Information Access Company (Ziff-Davis Co.)*, publisher for hospital, corporate, and library markets
- President, *American Trade Exchange*, Agricultural Import/Export USA to China
- Captain, *USAF*, Medical Service Corps

### Affiliations and Education

- Graduate of the Arts and Business Council of Philadelphia "Business on Board" program
- Strategic Marketing Management Certificate, Cranfield School of Management, UK
- Advanced Leadership Training, U.S.A.F. Squadron Officers' School
- MBA and BS, Louisiana State University

### Keynote Presentation Topics

- *What is Strategy Again?*  
Good Strategy – Bad Strategy – No Strategy?
- *Your Customers – the New Experts!*  
The Profound Transformation in Customer Behavior
- *8 Reasons Not to Develop an Advisory Board!*  
The survival and success of privately held and family owned businesses depends on many factors. One of the most significant factors is a board of advisors.

Recently relocating from Philadelphia to Denver, David loves golf and also photography and hiking. He is the quintessential uncle with nieces and nephews worldwide.

Call 720.460.1885 for a complimentary 2-hour business assessment. You can also book David as a Key Note Speaker.



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