



DAVID COVELL

Creative leader with nearly 15 years of product development and marketing experience. I turn ideas into reality. I simplify the complex. I design and build inspired products and healthy businesses. And I love doing it.

MY WORK

ALEMBIC GOODS

Previously Covell & Jones, San Francisco, 6/2012 – Present
CEO & Co-founder

- Turned an idea into a business and a product and launched the Hearth Lounge, which the S.F. Chronicle called "the season's hottest seat"
- Recruited and managed an all-star team of architects, designers, engineers and craftsmen to build a new, much-improved collection
- Lead sales and business development for distribution and wholesale partnerships

YAHOO!

Sunnyvale, California, 9/2007 – 6/2012
Senior Director, Product Marketing

- Held leadership roles in product management, product marketing and business development
- Ran international product management for Yahoo! Mail and Messenger, reaching 400m+ customers in 100+ countries
- Headed product marketing and operations teams in Latin America, India, Southeast Asia for Yahoo! Mail, Messenger, Flickr, et al
- Recruited and developed top-tier product management and product marketing talent around the globe
- Ran global business development for Yahoo!'s Consumer Products Group focused on global growth initiatives
- Defined consumer product growth strategy, its dependent PC and mobile channel partnerships, products and director-level supporting team
- Developed and operated global partnerships with industry leaders including AT&T, Nokia, Vodafone, Zynga

E*TRADE

Menlo Park, California, 3/2001 – 9/2007
Senior Product Manager, Corporate Services

- Managed products for \$300m Corporate Services division and the product managers who researched, designed, built, operated and improved them
- Delivered new and upgraded products for 2000+ corporate clients and their employees, including Apple, Yahoo!, 3M, Qualcomm, Genentech
- Contributed to \$50m in product, \$30m in marketing program revenue growth, an estimated increase of more than 60%
- Relocated to India to close an acquisition, define product strategy, create and hire the product management team
- Built innovative products for customers of the fast-growing retirement business (one of which won Kiplinger's Best of Everything 2011)
- Spoke frequently at customer advisory boards, industry events, and conference workshops

SIMPATA

Alameda, California, 8/2000 – 3/2001
Program Manager, Business Development

- Managed distribution partners, business development and cross-organizational product development initiatives

HEALTHNET

Kansas City, Missouri, 6/1999 – 8/2000
Business Analyst, Information Technology

- Focused on business process improvement and internal product development for better customer experiences and improved efficiency

ABOUT ME

ACTIVITIES

- Board of Directors, Friends of the Urban Forest
- Tutor, Tenderloin After School Program (at TNDC)
- Student, Codecademy
- Member, TechShop
- Shutterbug, music buff and curious traveler

EDUCATION

University of Kansas, 5/1999
Bachelor's of Science, Business Administration

CONTACT

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