



David Domoney MI HORT
THE ENTERTAINING ENTREPRENEUR



The Entertaining Entrepreneur



As an ex-multiple retail buying controller turned television celebrity, David is an experienced international public speaker on sales strategy and best business practice.

With over 20 years experience in corporate senior management combined with a decade of television presenting David offers professional business expertise delivered with the knowledge and panache of a polished television presenter.

As retail correspondent and industry commentator to government departments and trade associations he has extensive commercial knowledge and insight.

Credentials



As CEO of Domoney Ltd David specialises in bridging the gap between corporate business and the allure of show business. Clients have included British Airways, Aggregate Industries, Dupont and Tiscali.

David knows how sales works from the grass roots up. As sales and marketing manager for one of the UK's largest growers in the '80's and a former buying controller for Texas Homecare and Boots/Do It All he managed buying teams across the world and bought some £750 million worth of products.

David regularly advises on merchandising, sales and consumer trends to policy-makers and corporate clients all over the world.

Speaking Topics



Some typical presentations include...

A Spin Doctor's Guide to Selling
how creative communication can lure customers into your buying web.

Selling to the Beast
a uniquely empathic approach to understanding the animal that is the 'multiple buyer.'

The Customer of the Future
how to predict buying trends and play the media at their own game to beat your competition.

Around the World in 80 Stores
experience retail voyeurism with a fantastic visual photographic journey and 100 solid selling techniques from experts across the globe.

Presenting Style



A lively, entertaining mix of TV style personality, wit and enthusiasm mixed with the solid commercial acumen suited to a corporate audience.

Subjects are based on years of commercial experience explained with interactive and colourful examples of what does and doesn't work in business.

Extensive research combined with efficiency and professional stage delivery provides booking managers with peace of mind and assurance of a successful event.

For more information, or to see a show reel contact:
Georgina Trigg Events & Appearances Manager

The Old Mill | Mill Lane | Kineton | Warwickshire | CV 35 0LA
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Testimonials

"Domoney delivers. He has the ability to breathe life in to a conference by consolidating key learnings from the day and providing an injection of energy to boost a weary delegate audience." **Etienne Weber, Federation of European DIY Manufacturers Association (FEDIYMA)**

"Following David's presentation at our conference in Luxembourg we ran a Q&A where the audience tapped further into his expert knowledge - this left them highly motivated and with invaluable insight," **Evelyne Toudert, Global Business Manager, DUPONT**

"David shared some unique insights into the consumer world delivered with wit and flair that truly stimulated and inspired the audience" **Martin Cronin, Consul-General, British Consulate, Vancouver, Canada**

"David always gets great billing as a TV star who is experienced in big business and therefore ticks two boxes and delivers on stage every time" **Fiona Ferrer, TISCALI**

"David both entertains and delivers to the audience with fantastic enthusiasm"

Robin Beaman, The Daily Mail Group World Media UK

