

# **David Wendland**

**Vice President at Hamacher Resource Group, Inc.**

Waukesha, WI, US

Dynamic, entertaining, and energetic speaker with strong experience to draw from

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## **Description**

Dave is responsible for establishing and coordinating marketing and business development efforts for the organization, as well as industry relations. In addition, he works closely with industry analysts and retail healthcare stakeholders in the identification of new products and enhancements to existing products.

A frequent industry speaker on topics such as Retail Profitability; Employee Skill Building; Category Management; Marketing Techniques; Merchandising Strategies; and In-Store Technology. He is also a regular contributor to various trade publications, including: ChainDrugstore.net; Drug Store News; Chain Drug Review; and Healthcare Distributor. He also serves as a BrainTrust member of RetailWire.com and guest blogger on DrugStoreNews.com.

Dave graduated with a Communications and Marketing degree from University of Wisconsin-Whitewater. He has also performed in several improv comedy troupes and brings this lively, spontaneous style to his presentations.

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## **Availability**

Keynote, Moderator, Panelist, Workshop, Author Appearance

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## **Industry Expertise**

Retail, Professional Training and Coaching, Health Care - Services, Health and Wellness

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## **Topics**

Consumer Health Care Trends, Retail Dynamics, Effective Communication Approaches

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## **Affiliations**

Consumer Healthcare Products Association (CHPA) - Board Member

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## **Sample Talks**

### **Retail Realities**

Examines the changing face of today's retail landscape and how it is not only affecting shopper expectations, but also the approach manufacturers and retailers are taking to meet the demands of the "new normal"

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## Education

University of Wisconsin - Whitewater

Bachelor of Science Communications & Marketing

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