

# NICK DAVALA

nick@higginsbeachmarketing.com  
207-400-5951

<https://www.linkedin.com/in/nickdavalala>  
Portland, ME

---

## SUMMARY

Strategic-minded Commercial Director with a strong background in sales, marketing, and business development. 15+ years developing and commercializing products driving top-line growth and market penetration. Known for forging strong client relationships through innovative strategies, team leadership, and organizational alignment. Adept at leveraging market insights to drive business opportunities. Proven strategic, tactical and communication capabilities resulting in sustainable growth and exceeding corporate objectives.

## AREAS OF EXPERTISE

- Sales & Marketing Leadership
  - Strategic Key Accounts
  - Commercial Labs
  - Account Based Marketing
  - Integrated Marketing
  - Pricing & Contracts
  - Portfolio Planning
  - Demand & Lead Generation
  - eProcurement
  - Vision & Enablement
  - Change Management
  - Communication & Collaboration
- 

## PROFESSIONAL EXPERIENCE

**SOLIOS DIAGNOSTICS**, Portland, ME

2025-Present

### Fractional Global Commercial Executive

- Spearheaded global commercial launch of IP for Point-Of-Care (POC) markets, in collaboration with CEO/Founder. Company is based out of Germany.
- Secure early adopters and development houses for IP Licensing business model.
- Responsible for establishing USAC Corporate Development & Supply Chain partnerships.

**NEOGEN**, Portland, ME

2020-2025

### Director of Strategic Channels Marketing – Food Safety

- Led the newly created Strategic Channels Marketing team focused on design, build and rollout of strategic & tactical marketing programs supporting Strategic Accounts, Channel Partners, and Commercial Lab market segments.
- Responsible for developing an updated go-to-market strategy for the Commercial Laboratory segment, including revising the business case, customer journey mapping, building integrated marketing campaigns, social & paid search strategies, and rolling out to the USAC commercial team via dedicated training and segment management.
- Conceptualized, developed, and implemented account-based marketing programs in partnership with Neogen's Strategic Accounts teams, resulting in approximately \$500K of new market opportunities within a 4-month timeframe.
- Spearheaded Neogen's Marketing Collaborations with its USAC-based distribution channel, including co-marketing program design, re-branding, eCommerce capabilities, event planning, and training & development programs.
- Commercial Lead on Neogen's emerging eProcurement capabilities, including Punchout and EDI capabilities serving as the voice of customer for internal business case, process mapping, and pilot implementations.

### Director of Strategic Accounts – Food Safety

- Directed Corporate Strategy & Tactical execution against a portfolio of 13 accounts, consistently achieving budget targets of 110% YOY growth. Executive's Club award winner in first year of eligibility.
- Developed and implemented strategic account vision using multiple channels, including Korn Ferry LAMP, Account Management Teams, and superior CRM & organizational skills.
- Conducted coaching & mentoring ride-alongs with local territory business managers to visit joint accounts, and to provide support & training in their respective territories.
- Contributed to NEOGEN beyond direct sales responsibilities, including collaboration on Innovation Team initiatives, Cultivated Meats market development, and portfolio Voice of Customer activities.

**BBI SOLUTIONS**, Portland, ME

**Business Development Manager – Novarum and Lateral Flow Contract Services**

- Drove existing and new business in newly established East Coast Territory, responsible for BBI's Lateral Flow Contract R&D and Manufacturing suite of services, including the Novarum Mobile App Reader platform.
- Developed business cases for C-suite target audiences, promoting strategic partnership paradigm.
- Rebuilt/mapped two-year pipeline that had been in decline due to lack of dedicated resourcing.
- Established territory viability with forecasted 2020 growth of 142% YOY, achieving more than 115% to plan.

**ROMER LABS**, Portland, ME

2017-2019

**Northeast Regional Sales Manager**

- Assumed Northeast Regional Territory that had been vacant for 6 months and with minimum viable pipeline.
- During first 12 months at Romer Labs, built a \$750K pipeline, experienced 10% YOY territory growth, closing 35% of opportunities on a territory value of about \$2.0MM.
- Drove 115% YOY growth during year two, meanwhile stayed at budget, leading the team in overall activity-based metrics including sales contests.

**ENVIROLOGIX INC.**, Portland, ME

2012-2015

**Regional Account Manager – Atlantic**

- Account Management from Maine to Caribbean, a new territory that had never historically had field coverage, effective January 2015. Part of internal development plan for advancement in commercial operations.
- Spearheaded territory specific GTM strategy, including CRM & tactical marketing program, field sales approach and pipeline builds.
- Delivered core organic business sales targets, improving the territory from about \$425K to \$650K in total value with a \$300K pipeline value in the first year.

**Business Unit Manager**

- P&L responsibility for \$20MM global core market business, achieving double digit CAGR.
- Built 2-year core business marketing strategy, including segmentation & opportunity analysis, product road mapping and tactical marketing strategy.
- Executed 9 major product/service launches, approximately 40 line extensions and represented marketing in continuous product quality improvement programs.
- Optimized tactical marketing program design & budget, centered on a calendar of 10-15 tradeshow events supported by print & online advertising, email, social media, and direct mail tactics.
- Boosted portfolio profit margins by 10% through product rationalization, pricing adjustments and targeted account renegotiations.
- Cultivated SEM and Social Media channel development, resulting in improved website traffic.

---

**EDUCATION**

**BABSON COLLEGE, F.W. OLIN GRADUATE SCHOOL OF BUSINESS**, Wellesley, MA

Master of Business Administration – Entrepreneurship & Marketing

**TUFTS UNIVERSITY**, Medford, MA

Continuing education courses in Biomaterials, Molecular Biotechnology, Principles of Cell and Microbe Cultivation, Chemistry, and Linear Algebra

**UNIVERSITY OF VERMONT**, Burlington, VT

Bachelor of Science in Biomedical Technologies

Minor in Biochemistry

---

**VOLUNTEER EXPERIENCE**

**PORTLAND AREA YOUTH SOCCER ASSOCIATION (PAYSA)**, Portland, ME

2017-2022

President, Board of Directors

**ODYSSEY OF THE MIND**, Portland, ME

2016-2018

Judge, Structure

**CASA SOCCER LEAGUE OF BOSTON**, Boston, MA

2010-2012

President, Board of Directors