

David Moore's Bio ...

David's life started overseas. Adopted in London, England by American parents, David was almost adopted by the minister of the church his parents attended. His new family moved back to Houston, Texas for 10 years before taking another 5-year international assignment in Saudi Arabia. The son of travel seekers, any break from school was another adventure to expand cultural horizons. By the time David was 16, he had been to more than 20 countries spanning 5 continents.

Moving back to the US in '83, David attended high school and moved on to receive a degree in Advertising at the University of Texas. Post graduation in 1990, David started with a small regional agency in Houston, TX. He jumped right into Advertising with the agency's regional Pizza Hut client. He impressed his first 2 clients early on as they successively hired him away leading to his next two Marketing jobs on the client side ... Pizza Hut and Hardee's. After just 1 ½ years at Hardee's, David was promoted to Director of International Marketing. At the age of 28, David was the youngest person promoted to the title of Corporate Director in the history of the organization.

Having worked on the client side for nearly 6 years, David returned back to his Advertising Agency roots. His first agency boss out of college hired him again to work in a regional role for one of the agency's national clients ... Sonic. This Nashville, TN based position simultaneously allowed David to attend and complete his MBA at Vanderbilt University (Owen Graduate School of Management) in 2000.

After graduation from Business School, David pursued his flavor for the international side of business. In 2001, David started with Leo Burnett in the position of Regional Account Director/Vice President to run the McDonald's account in Southeast Asia based in Singapore. Two years later, David was asked to relocate to Hong Kong to lead the McDonald's China business ... McDonald's fastest growing geography globally. Under David's leadership, Leo Burnett transitioned the McDonald's account from Hong Kong to Shanghai in early 2005. This involved the hiring, development and training of about 20 new staff to complete the team of nearly 40. At the 2005 McDonald's Global Marketing Convention, the Greater China team was recognized with the "Best of the Best" effectiveness award (McDonald's highest Global Marketing Award) for their work in Greater China in 2004. The award was presented in front of an international audience of about 1,000 marketing staff from around the globe.

With a young family, and the grueling work hours of 7 years in Singapore, Hong Kong and Shanghai, David decided to take a sabbatical in the spring of 2008. Along with his wife of 15 years, Kim, and three children under the age of 6, they said 'goodbye' to friends in China and spent 5 months travelling across Asia, Australia and North America.

In David's words, "it truly has been the path less traveled, and it's just the beginning."