

DAVID P. YATES



◆ Palm Harbor, FL 34685

Phone [REDACTED]

PROFESSIONAL EXPERIENCE:

1) **February 2006 to Present** - **CEO Clearwater Marine Aquarium, Clearwater, Florida, U.S.**

Oversight of all aspects of operations of Clearwater Marine Aquarium, including establishing staffing and structure for strandings, rehabilitation, release, and public education. Development of media aspects, fundraising, and volunteer efforts. CMA has risen from a poorly rated nonprofit to be one of the highest rated nonprofits in the United States, and has become a global leader in marine life rescue and environmental education. CMA's mission consists of marine life rescue, rehabilitation and release; environmental education; marine-based research and conservation; and providing life-changing inspiration for children and wounded soldiers

CMA has entered into more than twenty research projects during the last decade, including but not limited to the following:

- Role of the Chelonid Fibropapillomatosis-associated Herpesvirus (CFPHV) in Sea Turtle Fibropapillomatosis (FP)
- Fish Population Comparison of the Clearwater Artificial Reef and a Natural Reef
- Fish Populations in Clearwater Harbor: Historical Trends in Abundance and Diversity
- Bottlenose dolphin (*Tursiops truncatus*) home ranges, distribution, and ecology from Levy County, Fl south to Redington Long Pier, (Pinellas County) and the associated estuarine and coastal waters of the Gulf of Mexico, near Clearwater, Florida
- Underwater Behavioral Audiograms of Sea Turtles: Green (*Chelonia mydas*) and Kemp's Ridley (*Lepidochelys kempii*) Turtles
- Patterns in Sea Turtle Strandings in Pinellas and Pasco Counties in the Winter of 2015
- Marine Mammal Rescue and Rehabilitation: Evaluating Conservation Efforts through Education
- Comparative Diagnostic Procedures for Deafness in Cetaceans: Imaging, Auditory Evoked Potentials, and Behaviors

2) **April 1998 to Present** - **Grant-Writer/Non-Profit Consultant/ /US Post Office**

Provided a variety of services to small companies and non-profits, including general business plan advice and marketing concepts. This included CEO of Light for the Blind, Inc., a non-profit group performing humanitarian work in SE Asia. While working for Light for the Blind, Inc., we have seen a dramatic increase in fund-raising success, including development of numerous new strategic funding partners. In particular, focusing on development of Foundation and non-profit partners who have a mutual interest in our category of work. My duties also include overseeing all the business and financial aspects of the non-profit. Also worked at U.S. Post Office intermittently.

3) December, 1989 to March, 1998 - Ironman Properties President/CEO, Tarpon Springs, FL, U.S.

* Engineered the acquisition of the Ironman Triathlon event and related intellectual property rights. Became the Executive VP upon closing, and was promoted to President/CEO in May, 1992, bringing the company to profitability in less than one year.

* Oversaw all aspects of the company, including marketing, media, TV, brand licensing, contract negotiations, and legal work.

* Implemented an in-house brand licensing division, leading to new or extended licensing agreements with Timex, Huffy, Reebok, Foster Grant, and others. By 1997, the Ironman brand had grown to the **fifth-largest sports brand** in the U.S. based on retail sales of licensed products. The Timex Ironman watch line is the all-time best-selling watch line in the US. In addition, the Huffy Ironman bike was the best-selling adult bike in the US in 1997. Total retail sales of Ironman licensed products increased from less than **\$30 million** in 1992 to more than **\$170 million** in 1998.

* Established alliances with **NBC** and **ESPN** for expanded network and cable coverage of our events, becoming NBC's most Emmy-nominated sports show, other than the Olympics.

4) July, 1987 to December, 1989 - Business Manager, Jireh, Inc., Tarpon Springs, FL., U.S.

Part of a management team that oversaw operations of a diversified group of companies, including involvement in real estate, medical facilities, and property management.

5) August, 1986 to June, 1987 - Internal Audit Staff, Peter Kiewit Sons Inc.

6) January, 1985 to August, 1986 - Audit Staff, Arthur Young and Co. CPA's

CAREER HIGHLIGHTS

* Three Sports Emmy Awards and three International Monitor Awards for NBC show

* Key Producer of major motion pictures *Dolphin Tale* and *Dolphin Tale 2*

* Corporate CEO at age 33

EDUCATION

B.S.B.A.- 1985, University of Nebraska-Omaha.