



DAVID KING

PARTNER & FRACTIONAL CRO

REVENUE GROWTH & COMMERCIAL TRANSFORMATION



RELEVANT EXPERIENCE

David's career spans global transportation, logistics, and service organizations, with leadership experience in complex commercial environments, enterprise transformation, and cross-functional initiatives. Selected accomplishments include:

MD, Cargo Revenue Management & Sales Strategy, United Airlines Cargo

In this role, David led global pricing, capacity management, forecasting, and revenue optimization. Earlier, as Director, Cargo Sales – Americas, he consolidated six U.S. sales regions into three following the United–Continental merger, contributing to an estimated 2–3% improvement in operating margins across a business exceeding \$350 million. He also led a customer recovery initiative protecting more than \$150 million in annual revenue.

Senior Commercial Product Leader, A.P. Moller–Maersk

At Maersk, he helped transform enterprise pricing, forecasting, revenue management, and capacity allocation. Working across Commercial, Engineering, and Data Science, he led agile product development and helped deliver digital capabilities supporting a targeted \$289 million topline opportunity.

SVP, Commercial | SEKO Logistics

Leading global Commercial Excellence and revenue optimization, David oversaw Global Air Product, Global Rate Management, and Global Tender Management. He developed customer segmentation, pricing governance, and commercial operating model improvements supporting projected multimillion-dollar revenue and margin opportunities. He also led the design and launch of a multimillion-dollar cross-border logistics solution supporting Amazon.

Strategic Advisor, David O King Advisory / Amerijet International

Through his independent practice, David advises executive teams on commercial strategy, revenue optimization, and organizational transformation. As Senior Advisor to Amerijet International, he supported Maersk Air Cargo's transpacific service launch, coordinating commercial, operational, financial, legal, regulatory, and network planning readiness.

Earlier Operating and Consulting Experience

His earlier career included finance, revenue management, and consulting roles at American Airlines, Carnival Cruise Lines, Continental Airlines, and Revenue Analytics, building expertise in customer economics, pricing, capacity management, and service-business profitability.

PERSONAL STATEMENT

I help CEOs, investors, and executive leadership teams identify and capture opportunities to improve revenue, margins, and enterprise value. With more than 25 years of experience spanning commercial leadership, revenue optimization, and operating model transformation, I bring executive operating experience and expertise in the economics and operating mechanisms of revenue generation.

My approach integrates commercial strategy, organizational design, pricing and revenue optimization, business processes, and technology to address the underlying drivers of commercial performance. I specialize in helping organizations professionalize commercial operations, accelerate profitable growth, integrate acquisitions, improve revenue predictability, and establish scalable operating capabilities.

My experience includes executive leadership and enterprise transformation at United Airlines Cargo, A.P. Moller–Maersk, and SEKO Logistics. I combine strategic problem-solving with hands-on implementation, translating business requirements into data-driven processes, analytical capabilities, and practical decision tools that support better commercial decisions.

PRACTICE FOCUS

Fractional Executive Leadership

- Chief Revenue Officer (CRO)
- Commercial Leadership
- Strategic Advisory

Revenue Growth

- Revenue Operations
- Sales Excellence
- Revenue Assessments
- Pricing and Margin Optimization
- Customer Segmentation

Commercial Strategy & Transformation

- Go-to-Market Planning
- Commercial Operating Model Design
- Post-Merger Commercial Integration
- Commercial Governance

Technology-Enabled Execution

- Revenue Management & Analytics
- Demand Forecasting
- AI-Enabled Commercial Decision Support
- Digital Commercial Transformation

MARKET EXPERTISE

Professional & Business Services

- Strategy and Revenue Optimization
- Organizational Transformation

Manufacturing & Industrials

- Operating Model Transformation
- Pricing and Revenue Optimization

Private Equity

- Performance Improvement
- Profitable Growth and Enterprise Value

AI

- AI-Enabled Decision Support
- Commercial Analytics & Automation

Commercial Services

- Logistics

Commercial Transportation

- Air
- Marine

Restaurants, Hotels & Leisure

- Cruise Lines

EDUCATION

C. T. Bauer College of Business, University of Houston

Master of Business Administration (MBA)

The University of Texas at Austin

Bachelor of Business Administration (BBA), Finance

Business and Society Program

CIEE, Seville, Spain