

# DAVID YABLON

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David is a charismatic people-person with savvy negotiation skills and a deep passion for exceeding clients' expectations. With over 20 years in sales and marketing for both public companies and a small start-up, David brings a deep understanding of how to create compelling proposals that engage clients and win business. David understands the value of clear communication and takes great care to make sure he maximizes his client's valuable

time. Clients consistently appreciate his ability to listen attentively, understanding exactly what they are looking for, and then go above and beyond to find it.

Prior to joining Katz, David built and ran Bedrock Marketing, a digital marketing agency focused on strategic planning, lead generation, customer acquisition and data management. David and Bedrock helped to increase client profits by millions of dollars through strategic planning, media buying and data licensing.

David grew Bedrock's client list to over 200 companies in over a dozen industries, while directing operations and leading a team of 18 employees and consultants.

David grew up in New City and moved to Manhattan after graduating from Boston University's School of Communications. He lives in Sutton Place with his wife and 2 young children. David's many interests include architecture and design, golf, New York sports, music, art, and of course New York's many great restaurants and bars.

## AFFILIATIONS & ACCREDITATIONS

Licensed Real Estate Sales Associate, New York

Member, Real Estate Board of New York (REBNY)

Member, International Council of Shopping Centers (ICSC)

## RETAILERS REPRESENTED

DRNK | Coffee & Tea

Peak Design

Renarts

Extra Butter

Qwench Juice Bar

Sugaring NYC