



## David Erickson

CMO and Co-founder at Kailo Energy

Greater Salt Lake City Area

Message



Kailo Energy



Cranfield School of Management



See contact info



500+ connections

Deep experience in Entrepreneurship, Marketing, Customer Experience Analytics and International Business. Master of Business Administration (MBA) from Cranfield School of Management in the United Kingdom.

### Experience



#### CMO and Co-founder

Kailo Energy

2015 – Present • 3 yrs

Greater Salt Lake City Area

Kailo Energy creates battery back-up units that keep your essentials powered even when the power's out. The battery is portable and integrates into your home's wiring through its docking station.

#### Media (1)



PowerBox.jpg



#### Co-Founder

Point Innovate

2013 – 2015 • 2 yrs

Ghana

Solar Energy and Battery Storage for residential, commercial, and non-profits throughout the West African region.

#### Senior Partner

Maccus International

2011 – 2013 • 2 yrs

Paris Area, France

Management Consulting firm focused on helping firms in Europe and North Africa doing export business into the US market.

**Marketing and Operations**

TIFIE HUMANITARIAN INC

2009 – 2011 • 2 yrs

Democratic Republic of the Congo

A humanitarian organization that invested money and management training into businesses in the Democratic Republic of Congo.



**Director of Marketing and Product Development**

ZYTO

2005 – 2009 • 4 yrs

Greater Salt Lake City Area & Shanghai, China

**Education**



**Cranfield School of Management**

Master of Business Administration (MBA), United Kingdom



**Brigham Young University**

Bachelor's degree, Psychology

**Volunteer Experience**



**Volunteer**

Habitat for Humanity International



**Small Business Consulting - Uganda**



Mercy Corps



Economic Empowerment

Worked with Solar Energy and Tractor-for-Hire Small Business owners in Kitgum, Uganda to help them improve their business and profitability. Analyzed finances, marketing, and market environment. Setup book-keeping systems and marketing plans. Advised on which markets to enter and exit.

**Skills & Endorsements**

**Strategy** · 26

Endorsed by Andrew Kakabadse and 1 other who is highly skilled at this



Endorsed by 2 of David's colleagues at ZYTO

**Management** · 22

Endorsed by 2 of David's colleagues at ZYTO

**Market Research** · 18

Endorsed by Kamyar Shah, who is highly skilled at this

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