



# Georgia Lions Lighthouse Foundation



## David M. Paule Executive Director

Dave Paule is the Executive Director of the Georgia Lions Lighthouse Foundation. The Lighthouse helps more than 7,000 people each year by providing vision and hearing services that they would otherwise not be able to afford. Previously, he was Executive Director of GreenLaw, a 501(c)(3) public interest environmental law firm dedicated to protecting Georgia's environment. GreenLaw's legal expertise has been an essential component in the battle to compel government agencies to enforce the law and to force industries to remedy serious water and air pollution violations across the state.

Dave is an experienced executive, fundraiser, writer and educator with a track record of accomplishments in strategic planning, marketing communications, product development, branding, e-commerce, and project management. He specializes in global business turnarounds and building green-field organizations.

Prior to becoming an executive director, Dave spent two years as Chief Revenue Officer of the Atlanta Opera where led the marketing, communications and fundraising functions, which saw overall revenue increase by 55% during his tenure. Previously, he served for three years as the Vice President & Chief Marketing Officer for the Atlanta Symphony Orchestra, where he overhauled the promotion, sales and revenue management functions. Together Dave and his team increased Net Promoter Scores by 10% to 76%.

Formerly, Dave worked at Delta Air Lines for 23 years. He began as engineer in Delta's Technical Operations Division, and worked his way up-and-across the company ultimately serving as marketing head for Delta Cargo, the company's \$1.1 billion air freight division. He led product and brand integration in the merger with Northwest Airlines, achieving \$60 million in annualized synergies; launched new distribution and e-commerce strategies that resulted in a 35% channel shift to online in under 2 years; and integrated and led global customer service & call centers. He retired from Delta in 2011.

Dave has a great deal of not-for-profit experience serving as a director and fundraiser for multiple nonprofits in the areas of mental health, child welfare, disaster relief, the arts and civil rights. He serves on the Boards of Directors for Callanwolde Fine Art Center (Emeritus), the Suzi Bass Awards (Chair, 2017-8), and the Board of Ambassadors for the Grady Foundation. He is also a member of the faculty of Georgia State University's J. Mack Robinson School of Business, where he teaches the Managerial Sciences curriculum.

In his spare time he is a novelist, publishing stories under the name D.M.Paule. He released [The Monarch of Key West](#) in 2001, and [Highlands-a-Go-Go: Finding Virginia Highland](#) in 2009. He also has prior experience in photography, broadcasting, video production and stand-up comedy. He holds a Master of Business Administration from Georgia State University and a Bachelor of Science in Aerospace Engineering from the University of Cincinnati. He lives in Atlanta.