



# David Salazar

**Vice President of Sales & Marketing, Comcast**

At Denver Public Schools Foundation, we believe that our city is strengthened by every student who graduates ready to lead a successful life. At the DPS Foundation, we invest in accelerating progress, we connect the community to our classrooms, and we inspire confidence in the promise of public education.

David is currently the Vice President of Sales & Marketing for the Comcast Mountain West region. In this role since 2020, he is responsible for a residential customer base of ~ 2.4M customer relationships across a 4-state geography (CO, UT, NM, AZ) and leads a team of approximately 600 sales and marketing professionals. Primary accountabilities include customer experience, customer subscriber and revenue growth, acquisition, and retention as well as providing strategic and operational leadership for the region sales & marketing organization.

David joined Comcast in 2016 as the VP of Sales & Marketing for the Houston Region.  Under his leadership, the Sales & Marketing team cared for and grew a customer base of 1.1M customer relationships and generated more than 900,000 new product sales annually while delivering best in company customer experience results.

Prior to joining Comcast David served as Vice President and General Manager for Coca-Cola Refreshments (Austin/San Antonio). In this role, he set the strategy and led the sales and operations for a market unit consisting of 1,200 team members across seven distribution/production centers.