

David Pittman

Director of Digital and Content Marketing
Springbuk

David Pittman has over 20 years of experience in marketing and communications. David began their career in 2001 as the Director of Product Management at SPSS Inc. In 2003, they joined Initiate Systems as the Senior Director of Marketing Communications, where they directed a complete corporate rebranding and managed external communications. David left in 2010 when Initiate Systems was acquired by IBM. At IBM, they held two roles as the Worldwide Program Director of Social Media for IBM IT Service Management and the Digital & Social Media Strategist for IBM Information Management & Big Data.

In 2014, they began guest lecturing on Content and Social Media Marketing at DePaul University. From 2015 to 2017, they held the role of Head of Marketing Communications at ElliptiGO, where they were responsible for strategic direction of external communications. David also founded Pittman Marketing Group in 2015, where they provided strategic and tactical consulting services for marketing communications. In 2017, they took on the role of Product Marketing Manager at Ontario Systems. Currently, they are the Director of Digital and Content Marketing at Springbuk.

David Pittman has a Bachelor of Science in English from Indiana State University. David has also obtained a number of certifications from LinkedIn, including "Confronting Bias: Thriving Across Our Differences" (July 2020), "Building Resilience" (June 2020), "Communicating in Times of Change" (June 2020), "Executive Presence on Video Conference Calls" (June 2020), "Journey Mapping: Case Study in Action" (June 2020), "Unconscious Bias" (June 2020), "Webinars for Lead Gen" (January 2020), "What Are Your Blind Spots? (getAbstract Summary)" (January 2020), "The Secret: What Great Leaders Know and Do (getAbstract Summary)" (December 2019). David also has a

DiscoverOrg Certification for Marketing from DiscoverOrg, obtained in October 2019.