

David Vespremi

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Strategic Marketing & Communications Leader | AI, Innovation & Finance

Strategic marketing and communications executive focused on shaping narrative, positioning, and go-to-market strategy for emerging technology companies. Experience spans AI, robotics, mobility, and clean energy, with a track record of elevating brand perception, accelerating growth, and helping define category leadership.

Professional Experience

Ares Management — Principal, Marketing & Communications (2025–Present)

Enterprise-level corporate marketing and narrative development across a global investment platform.

- Corporate marketing and communications across multiple business units within Ares.
- Firmwide narrative, positioning, and content strategy across investment platforms.
- Expanded scope from AI/VC focus to enterprise-wide corporate marketing.

BoostedGroup — Founder & Principal (2010–Present)

Strategic advisory bridging early-stage innovation and market adoption.

- Advised companies across AI, robotics, mobility, and clean energy on positioning and go-to-market strategy.
- Shaped category narratives and messaging frameworks for both B2C and B2B offerings.
- Directed initiatives for clients including K&N; Engineering, BBC Worldwide Americas, ENGIE, Izmo, and Vonnen.
- Led North American GTM for BBC's TopGear USA as part of global expansion strategy.

Neato Robotics — Head of Global Communications (2021–2023)

Repositioned a legacy robotics brand within an increasingly competitive smart home category.

- Global brand, communications, media, and influencer strategy for consumer robotics company.
- Contributed to 75% increase in gross sales and 46% growth in units sold by Q4 2022.
- Reframed product narrative through D9 and D10 launches, exceeding awareness and sentiment KPIs.
- Reduced agency spend by 40% while improving performance through in-house strategy.

Vonnen — VP, Marketing (2019–2021)

Introduced a new performance hybrid category within the automotive aftermarket.

- Defined positioning and go-to-market strategy for hybrid performance platform for Porsche vehicles.
- Supported investor narrative and Series A fundraising efforts.
- Secured global media coverage and industry recognition including Popular Science Best of What's New.

Motiv Power Systems — Head of Corporate Marketing (2018–2019)

Helped establish early market positioning for electric commercial vehicle platforms.

- Marketing and communications for electric power systems in commercial vehicles.
- Named, branded, and positioned EPIC chassis and core technology platform.
- Supported regulatory recognition (CARB) and IP/trademark strategy.

Tesla Motors — Director, Communications (2007)

Contributed to early narrative development of a category-defining electric vehicle company.

- Communications and PR support during early launch phase.
- Secured brand integrations including Microsoft and Mattel Hot Wheels.

Thought Leadership

- Author, Retrospective Design Thinking (2024)
- Published articles on AI, Tesla, and the gig economy
- Creator, Ground Floor Innovation (YouTube)

Education

- J.D., UC Hastings College of the Law
- B.A., Comparative Literature, UC Berkeley (Honors)