

Did you know that David LaDue is originally from Indiana?



David began his career with Hyster Company in 1988. He originally started with our Parts and Distribution Center (PDC) in Danville, IL then moved into the Yale organization where he was a National Account Manager out of the Chicago National Accounts office. David took a promotion to work as a Regional Sales Manager on the West Coast. David later transitioned into retail distribution with Yale/Chase to lead their sales efforts for twelve (12) years. David currently is the Vice President of National Accounts leading a team of 42 members.

The mission is to reinvent, revitalize and reenergize our National Accounts team to once again become a highly respected, industry recognized, leading sales and business expansion team. Our focus is to grow market share and profitability. To accomplish this, the team will provide provocative solutions to National Account customers on an ongoing and consistent basis. We will use proven processes ensuring a high level of sustainable success. In addition, we will further ensure our success by interacting, communicating and collaborating closely with our industry leading independent dealer network.

In 2010 the team achieved 5.7% North American market share. In 2011 the goal is 6.2% market share. YTD the team is at 6.3% market share. The key to continuing this success is attracting and retaining the strongest team possible, working closely with our dealer network and dynamic relationships with our customers.

David holds a Bachelor's Degree in Marketing from Indiana State University. He is based in Greenville, NC with his wife Maria and their two dogs. In David's free time he enjoys health and fitness, motorcycles, boating, aviation and travel.

When you would like or need to contact David please call him at 252-561-7087 or email him at david.ladue@nmhg.com.