



# EXPERTISE MEMO

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## DAVID POULNOT

Vice President of Multi-Vertical Sales

### ABOUT

David Poulnot, Vice President of Multi-Vertical Sales at Upside, brings over a decade of retail experience to his role. At Upside, he has played a pivotal role in expanding the company's fuel and convenience store offerings to over 30,000 stations nationwide, which represents approximately 20% of all U.S. gas stations. This remarkable achievement underscores his close collaboration with major brands such as Shell, bp, Circle K, Casey's, and RaceTrac.

David's deep expertise in Oil & Gas is rooted in his tenure at ExxonMobil, where he managed a diverse portfolio of clients within the Retail Fuels sector, ranging from publicly traded corporations to small and medium-sized businesses. Prior to this position, he collaborated with international teams to support and enhance Enterprise Marine Fuels client relationships worldwide, penetrate new markets, and introduce new, cutting-edge products to the maritime industry.

### DAVID CAN SPEAK TO

- What's happening this week in the fuel industry
- How dynamic pricing works for gas stations
- Staying competitive in today's fuel industry
- How convenience stores can leverage the use of technology
- Are gas station owners really increasing revenue when fuel prices are high
- The latest trends in fuel and convenience stores