



David Godber
Executive Vice President of Sales and Marketing

David Godber serves as executive vice president of sales and marketing, and holds a seat on Trojan's board of directors. As a third-generation member of the Godber family to manage Trojan Battery, Godber began his career at Trojan in 1988 and is the leading force behind Trojan's global sales and marketing group. He is responsible for the company's overall sales performance, Trojan's international OEM customer base and its global network of master distributors. Under his leadership, Trojan has strengthened its market leading position worldwide establishing Trojan's trademark maroon battery in many countries throughout the world.

Godber acquired his knowledge of the battery industry working in various positions within Trojan. His first introduction to battery manufacturing came while working in Trojan's manufacturing plants where he began to develop his understanding of the family business. Early in his professional career, Godber served as regional sales manager and vice president of sales and marketing for Trojan's Industrial Division. He was promoted to international sales manager and then vice president of sales. During his 26-year career with Trojan, Godber also held the position of vice president of sales and marketing and assumed the responsibility of executive vice president of sales and marketing in 2006.

Godber has been a member of several professional trade organizations, including the Electrical Power Research Institute (EPRI), the American Electronics Association (AeA) and the American Marketing Association (AMA). Godber received his Bachelor of Science degree in marketing with an emphasis in international sales from Arizona State University (ASU) where he was a member of the Phi Delta Theta fraternity.