



David Armendariz General Manager

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When author Malcolm Gladwell describes the bridge builders of the world in his book *The Tipping Point*, he could be writing about David Armendariz: “These people who link us up with the world ... who introduce us to our social circles – these people on whom we rely more heavily than we realize – are Connectors, people with a very special gift of bringing people together.”

We each have a driving force in life, and for David that vital spark is clearly about *connection*.

Speak with him, and you’ll soon learn that he thrives on building bridges professionally and personally. As General Manager, Information Technology, David oversees the strategic direction and continued growth of Lucas Group’s IT division, combining his deep market expertise with discerning insight for the global stage on which his clients compete.

“We’re finding solutions for companies as they solve new problems on a monthly, and sometimes, weekly basis,” he says. “Their business is never static, and technology in particular evolves at light speed. My team’s work is exciting – it impacts the way we connect businesses with their customers and people with their friends and families.”

Growing up in a mostly analog world, David marvels at our digital life today. “My first computer was an Apple II E with no Internet connection, and now we’re connected to the world nonstop through our tablets, phones, watches and more. That evolution – how technology has not only disrupted but evolved business and society – is what I love most about the industry.”

In his role as General Manager, David’s focus is on driving operational results and continuing to strengthen his team’s culture. “My vision is to provide our Associates and leadership team with the professional and personal fulfillment I have been lucky enough to experience at Lucas Group. By doing so, we will grow to not only be the largest division at Lucas Group, but a nationally recognized Technology executive search practice.”

David joined Lucas Group as a staff recruiter and passionately believes in the power of recruiting to change lives. Early in his career, he experienced this transformative power first-hand. Working on a placement search, David identified the ideal candidate, with one hitch: the candidate was in Houston, and

the opportunity was in Dallas. Minutes into a call, however, the candidate revealed that his wife was ill and her medical team was in Dallas; a job-relocation could not have come at a better time. David provided the candidate with a fantastic career prospect and a life-changing opportunity. He was hooked.

David views establishing common ground with others as a key to successful leadership: “As a leader, you must be able to put yourself in others’ shoes. Because I’ve had a chance to run a desk here in my first job out of college, and I have worked as a Team Lead and Managing Partner, I can connect with my team members in any role.”

His associates and leadership team inspire David: “They love what they do, and they put everything they have into helping our clients and candidates. I leave every visit inspired to do as much as I can to provide them the platform and resources to execute on our strategy, achieve extraordinary results and be a part of a culture that is unique in our industry.”

Serving as General Manager allows David to guide the next generation of rising stars: “We will be an inclusive, cohesive team accountable to each other for exceeding expectations and producing wealth. We will do so with professionalism, integrity, continued learning, and care for each other. And as we do this together, we’re going to have a whole lot of fun.”

David holds a BBA in Marketing and a minor in Spanish from the University of Houston’s C.T. Bauer College of Business. Outside the office, he spends time with the people who fuel his soul: his husband, Nathan, and his friends and family. A self-professed travel junkie and foodie, David loves traveling the globe – and he is always glad to return home and spend time with his rescue dogs, Petey and Stanley.

