

SALES – MARKETING RESUME

Address: 0000 Greenfield Avenue, Milwaukee, Wisconsin 53214
Phone: 987.654.3210 Email: contact@sales-marketingresume.com

DIRECTOR OF SALES

Highly successful and results-driven sales professional with proven success in managing sales, customer relations, and overall business operations. Adept at maximizing sales through market penetration and high-quality business development strategies; along with knowledge of private, public, and hybrid cloud offerings, UCaaS, SaaS, IaaS, PaaS, Telecom Expense Management Solutions (TEM), and lifecycle management. Equipped with broad-based experience in cultivating business relationships. Known for motivating and boosting staff morale to attain operational objectives, improve productivity, and optimize overall sales performance.

FUNCTIONAL SKILLS WITH EXPERIENCE

SALES CYCLE MANAGEMENT

- Took full charge of all aspects of revenue generation, forecasting, and pipeline management within direct/channel, cloud/data center, and cloud management services.
- Expertly performed marketplace intelligence on local competitors for private cloud pricing and offering.
- Capitalized on industry expertise in performing a wide range of tasks as senior sales representative, consultant, account manager, and regional trainer while reporting to the vice president of sales.

CORE BUSINESS PROCESSES

- Made use of Miller Heiman Blue Sheet sessions to identify opportunities, strengths, red flags, and overall position.
- Leveraged interpersonal skills in delivering marketing campaign dialogue to monitor patients on chronic opioid therapy at national sales meeting.

ORGANIZATIONAL PARTNERSHIP

- Held full accountability in developing strategic partnerships with Avaya, Cisco, Mitel, I3, Microsoft, Oracle, ShoreTel, EMC, NetApp that aided the company in repositioning PAETEC in the marketplace, while strengthening brand recognition and equity.
- Maintained constant coordination with Midwest teams and the director of sales to increase revenue, improve market share, and train underperforming teams.
- Presided over the training of 27 specimen processors for the Midwest region.

MANAGEMENT AND SUPERVISION

- Assumed responsibility in managing a team of eight Enterprise sales representatives encompassing coaching, positioning, and overall sales strategy and execution within the marketplace.
- Oversaw daily business operations of the Sales Team to surpass revenue goals and improve profitability.
- Provided expert oversight to internal sales channels comprised of 26 representatives as well as external sales channels and personnel, responsible for aligning the Cloud Center Solutions (CCS) group with sales opportunities.

WORK HISTORY WITH ACCOMPLISHMENTS

SALES – MARKETING RESUME, CHICAGO, IL

Director of Sales – *Netrix*

2013–2014

- Displayed unsurpassed sales expertise which resulting to the achievement of the following:
 - Growth of sales pipeline by 264% from Q4 of 2013 to Q1 of 2014.
 - Increase in quota by 100% from Q4 (124% to plan) to Q1 of 2014 (122% to plan).
 - Attainment of \$1.58M (TCV) in net new channel/indirect revenue within 11 months, which was considered the highest in company history; as well as \$3M in TCV in Q1 of 2014 and approximately \$6M projected revenue in Q2 of 2014.
 - Sale of the 3rd largest SIP/MPLS network, consisting of largest healthcare account worth \$900K in TCV.

SALES – MARKETING RESUME, INDIANAPOLIS, IN

Regional Director – *Windstream*

2012–2013

- Brought significant sales of \$2.1M in TCV by selling the first MRC account worth \$35K in over seven years.
- Played an instrumental role in positioning Windstream in the marketplace from its last-place ranking to middle ranking in the Central region.
- Exhibited superior sales management talents, thus obtaining the following results:
 - Achievement of 97% to plan, resulting in \$11M in TCV in 2012.
 - Recognition of three out of eight representatives who obtained more than 130% in their 2012 performance.
 - Inclusion in the Club 300 once, and five times within the Club 100

Manager | Team Lead–*Business Development*

2011–2012

- Made major contribution for Windstream’s acquisition of PAETEC in 2011.
- Earned selection to spearhead a combined team from two existing directors of legacy teams.
- Demonstrated excellent skills in accomplishing 367% to plan by serving as January Individual Contributor; while also attaining 124% to plan by serving as part of Team January.

SALES – MARKETING RESUME, INDIANAPOLIS, IN

Manager–*Business Development*

2011

- Acted as the driving force behind the development of two sales representatives through coaching and mentoring that increased sales by 40%.
- Gained recognition as the top-performing sales professional on a team among seven individuals within 11 of 12 months.
- Leveraged outstanding sales skills in accomplishing the following initiatives underscored with proven results:
 - Top Gun Recipient in recognition for the achievement of 454% to quota in Q2 of 2011, thus earning the 2nd ranking in the region out of 130; as well as 182% to quota in Q4 of 2011, thereby ranking 5th region-wide.
 - Obtainment of 154% to plan in Q3 of 2011; 222% to plan in 2011.

SALES – MARKETING RESUME, INDIANAPOLIS, IN

Senior Sales Representative–*Outside Medical Sales and Consulting*

2009–2011

- Successfully surpassed new physician signups for 2010 by 124% year-over-year (YoY); brought 29 new customers in 2010 while increasing the number of existing customers by 62%.
- Drove key efforts in increasing territory volume growth by 156% through in-depth consultative and clinically focused sales approach.
- Established and solidified relationships within key hospital organizations thorough comprehensive strategies toward business and performance improvements.
- Maximized the utilization of laboratory and practice management services by retaining 98% of new and existing physicians.
- Received the following accolades through excellent sales performance and professionalism:
 - Winner’s Circle Achievement | Midwest Leadership Award
 - Nomination as district trainer for large hospital opportunities

Midwest Sales Consultant–*Laboratory and Medical Sales (Midwest), Chicago, IL*

2008–2009

- Led key initiatives toward the successful increase of Midwest sales by 61% in 2009.
- Reduced missing information by 42% in largest accounts that increased overall revenue.

SALES – MARKETING RESUME, CHICAGO, IL

Senior Account Executive

2006–2008

- Earned recognition in Q3 of 2008 for achieving the highest percentage to goal and second highest in revenue within the quarter.
- Built and cultivated strategic alliances within the industry, thereby achieving business development goals.
- Conceptualized and implemented a complete solution and sold more than \$650K worth of Cisco equipment in 2007 and 2008.
- Played a key role in delivering \$3M worth of contractual revenue to PAETEC in 2007.
- Established a reputation for continuously handling increasing responsibilities by successfully accomplishing the following key sales initiatives with outstanding results:
 - Selling of the largest UCaaS solution, which was more than \$1M in revenue.
 - Attainment of the 2008 Chairman’s Club for achieving 142% to plan (top 10%); and the 2007 Chairman’s Club for obtaining 178% to plan (top 4% of the company out of 425)

EDUCATION

Bachelor in Science in Management

Minor in Marketing and Organizational Behavior and Human Resources: 2005

PURDUE UNIVERSITY, KRANNERT SCHOOL OF MANAGEMENT, WEST LAFAYETTE, IN

PROFESSIONAL DEVELOPMENT

Sandler Sales Training | EMC Sales Certification | Miller Heiman Professional Sales Training
PAETEC Sales Training (PST)–*Top 50 in the United States prior to acquisition, earned the 1st ranking in class*

PROFESSIONAL AFFILIATIONS

Purdue Marketing Association | Big Brothers Big Sisters Philanthropy

TECHNICAL ACUMEN

Microsoft Office Applications | Oracle | Salesforce.com | NetSuite CRM Solutions