

NAME

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EXECUTIVE: SALES & MARKETING MANAGEMENT

EXECUTIVE PROFILE

Visionary providing fiscal/strategic/operational leadership in complex sales organizations.

Accomplished, seasoned, strategic business/marketing management leader with over 20 years' experience building and aggressively motivating sales teams to generate consistent revenue and profit growth. Background includes channel development and management, developing and implementing sales training for seasoned and novice sales force members, new business practice launches, involvement in growth of minority and women-owned business, and providing sales leadership for publicly-traded and private companies. Consistently successful in identifying and capitalizing on market opportunities to build brand recognition, drive revenue growth, expand market penetration and win dominant market share for the enterprise. Exceptional analytical, organizational, and leadership skills. Highly effective in developing channel and direct customer relationships. Global business operational perspective through exposure to diverse business protocols, particularly in North America, Western Europe, Australia and Asia.

KEY STRENGTHS

Strategy Development for Sales & Revenue Growth • Sales & Marketing Leadership
Business Channel Development & Management • Product Pricing & Management
Team Building, Management, Training & Motivation • New Business Launches
Achieving & Surpassing Sales Quotas • International Business

PROFESSIONAL EXPERIENCE

COMPANY, INC., City, ST

2007-Present

Female-owned small business specializing in power backup solutions.

Vice President, Sales

Precipitated 100% jump in annual revenues by procuring multi-year contracts with recognized companies/organizations including the FAA, Verizon, and American Airlines.

- Elevated margins from 10% to 16% after revamping and expanding RPCI's product line with items such as Eaton Powerware, Exide GNB, Power Battery, and Eltek Valere.

COMPANY, INC., City, ST

2005 - 2006

\$55M privately held company providing new/recertified communications equipment to clients.

Sales Director

Devised, introduced, executed training program to strengthen technological experience of more seasoned sales team members through procurement of Avaya Certified Associate Sales Certificates and Cisco IP Account Manager Certificates.

- Supervised 22-person Sales Team serving corporate clients including Avaya, Nortel, Verint, Zeacom, AVST. Spurred 15% sales rise for Avaya and 25% increase in demand for services.
- Created/launched Cisco-based business showcasing Company Communications Solutions, catapulting sales to \$1M within first 6 months.

NAME

NAME NETWORK POWER, City, ST **1999 -2005**

Global leader specializing in Business-Critical Continuity™ for telecommunication networks.

Senior Marketing Manager **2002-2005**

Product Marketing Manager **2000-2002**

Key Account Manager **1999-2000**

Championed DC Power services to telecommunications clients throughout North American market using well-crafted approach including sales collateral, website development, sales tools, customer events, trade shows, national sales meetings, and Liebert representative seminars and trade shows.

- Orchestrated product management for small power systems, batteries, inverters, converters.
- Crafted product specifications, spearheading materials selection, contract negotiation, product launches, and marketing.
- Generated profitable annual sales/marketing strategies, guiding clients through product selection, incorporating viable terms/conditions into major proposals. Evaluated and set pricing, authorizing any exceptions to corporate policy.
- Appointed as member of Global Product Management team set up to align international building blocks with North American market.
- Crafted compensation plans, inspiring top sales team performance.
- Oversaw account team tasked with selling Mobile Telephone Switching Office and Radio Base Station power systems as Key Account Manager.
- Exceeded \$10M quota by 160%, and boosted sales to AT&T Wireless, Tritel, BellSouth Cellular, Cantel, Triton PCS, and SBC by 42%.
- Acted as corporate liaison to Ericsson.

COMPANY COMMUNICATIONS, CITY, ST **1997-1999**

Technology communications consulting firm generating \$20M in annual revenues.

Global Account Manager

Cultivated/closed 3-year, \$50M contract for IP-based Enhanced Services Platform as director of the division's account team. Routinely delivered 150% of annual sales quota.

COMPANY TECHNIQUES, INC., City, ST **1994-1997**

Developer of telecommunications enhancement products.

Corporate Sales Director

Escalated national/international sales by 50% and 75% respectively after originating and negotiating profitable distribution agreements with GTE, Wiltel, Sprint, BellSouth, TeleSwitch CALA, and Oscar Communications Hong Kong and Australia.

- Shattered sales quotas by 125% for 3 years straight, doubling revenues from \$4M to \$8M.

EDUCATION

Bachelor of Science in Engineering Technology

Texas University, City, TX