

BRAD J. WATERMAN

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SALES / SALES MANAGEMENT EXECUTIVE CUTTING-EDGE COMPUTER & INTERNET TECHNOLOGIES

*Key Account Management ♦ New Business Development ♦ Direct Sales & Reseller Partnerships
Consultative & Solution Sales ♦ Networking & Relationship Building ♦ Contract Negotiations*

PROFILE

Dynamic 20-year sales career reflecting pioneering experience and record-breaking performance in the computer and Internet industries. Remain on the cutting-edge, driving new business through key accounts and establishing strategic partnerships and dealer relationships to increase channel revenue.

- ♦ Expert in sophisticated e-commerce sales models and vast knowledge of both the e-business marketplace and the capabilities and complexities of products.
- ♦ Outstanding success in building and maintaining relationships with key corporate decision-makers, establishing large-volume, high-profit accounts producing as much as \$7+ million annually while maintaining excellent levels of retention.
- ♦ Well organized with a track record that demonstrates self-motivation, creativity, and initiative to achieve both personal and corporate goals. Positioned repeatedly as #1 and #2 sales producer while delivering as much as 200% of aggressive goals.

"Brad is a dynamic leader and arguably one of the best salespeople that has ever worked on any of the sales teams I have managed. I highly recommend Brad for a position within any organization."

-- VP of Sales, Millennium Software

PROFESSIONAL EXPERIENCE

2000 - Present Web Communications, Philadelphia, PA

DISTRICT SALES MANAGER

Execute direct and channel partner sales models for advanced e-commerce software applications. Target a broad market, meeting sophisticated e-business needs for customers that include Fortune 500s and emerging dot.coms. Interface directly with top-level executives, negotiate high-dollar contracts, and coordinate implementation. Manage accounts and orchestrate post-sale professional services and resources.

Key Achievements:

- ♦ Achieved 186% of quota and qualified for "President's Club." Grew sales to \$4 million within 6 months and positioned as the top #2 rep in the company.
- ♦ Established alliances with 10 major integration partners and attained ranking as the top #1 sales producer within just one year, generating \$7.6 million annually.
- ♦ Delivered \$2.8 million revenue, selling 2 of the first 5 units in North America of a newly released, cutting-edge e-commerce business solution.
- ♦ Opened a completely unworked territory, surpassing all sales goals in spite of challenges associated with the sale of a v.1 release product with no reference sites.
- ♦ Generated the highest volume of new accounts company-wide, and was recognized with a "President's Achievement Award," the company's most prestigious honor.

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1998 - 2000

Millennium Software, Boston, MA

AREA SALES MANAGER (1995 - 1998)

SENIOR ACCOUNT EXECUTIVE (1994 - 1995)

Built a territory spanning Maine to Pennsylvania for this \$5 billion provider of web development tools, web-based applications, and consulting services. Rapidly achieved goals and refocused to resolve challenging sales and personnel issues. Led a 10-person team generating \$15 million annually through sales of middleware and application server solutions in enterprise software space.

Key Achievements:

- ♦ Transformed an under-producing sales team, immediately resolving long-standing problems, and instituting incentives that elevated performance while building morale and motivation. Ramped area sales 550%+ in under 3 years.
- ♦ Surpassed personal quota, generating more than 200% of license sales goals and 175% of service sales goals. Overachieved area sales objectives every eligible year.
- ♦ Identified, pursued, and closed the largest license deal in company history, contributing millions of dollars through annually recurring revenue.
- ♦ Penetrated dozens of profitable B2B accounts, individually valued at up to \$2.5 million, with major Fortune 500 customers.
- ♦ Championed creative marketing initiatives, including seminar series with partners, sponsorship of national java user groups, and speaking engagements in Internet and e-commerce space.

1994 - 1998

Multimedia, Inc., Saddlebrook, NJ

EAST COAST TERRITORY MANAGER

Sold and marketed multimedia, computer-based training, graphics and 3-D design, photo-imaging, sound editing, and Web page development tools to key Fortune 500 and 1000 accounts. Supervised the sales force in all East Coast trade shows and industry events. Drove sales of more than \$8 million annually through consumer distribution channels; delivered an average 145% of channel quota.

1990 - 1994

Early career includes inside/outside sales experience with two large computer resellers targeting both consumer and business markets.

EDUCATION & TRAINING

B.S., Business Administration (1990)

University of California, Los Angeles

Extensive professional training in the areas of sales, relationship building, and leadership. Certified for IBM, Apple, and Compaq sales. Completed Novell Network sales training.

TECHNICAL SKILLS

Skilled with MAC OS, Windows 3.11, 95, 98, NT, and NT Server, MS Office (Word, PowerPoint, Excel, Access, Project, and Outlook), Director, FreeHand, Authorware, Soundedit 16, Extreme 3D, Backstage Desktop Studio, CC:Mail, Lotus Notes, Novell GroupWise, ACT, MS FrontPage, and Vivo Active Producer. Advanced Internet skills.

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