

NAME

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SALES AND MARKETING MANAGEMENT EXECUTIVE

**Sales and Marketing Leadership / Channel Development and Management
Growth Strategies / Business Development / Team Building / Product Management**

SELECTED ACHIEVEMENTS AND SKILLS

- As Vice President, Sales at COMP, (a Women-Owned, Small Disadvantaged Business providing power backup solutions), I personally secured new business through long-term contracts with American Airlines, FAA and Verizon resulting in a 100% increase in year-to-year revenues. I also retooled the product portfolio by adding new lines from Eaton Powerware, Exide GNB, Power Battery and Eltek Valere to increase overall margins from 10% to 16%.
- I managed the 22 member sales team at Company, Inc., (a \$55M privately held company providing new and recertified communications equipment from Avaya, Nortel, Verint, Zeacom, AVST, etc.) My leadership resulted in a 15% growth in new Avaya sales and a 25% growth in services. I developed and managed a training program for an aging sales force focused on new technology and the benefits of VoIP resulting in 100% achievement of Avaya Certified Associate Sales Certification and Cisco IP Account Manager Certification. I was also a principal in the development and launch of a new Cisco business practice focused on Unified Communications Solutions resulting in \$1M in new sales within the first 6 months. Implementing new compensation plans and Salesforce.com where key factors in the success of my team.
- At Company Network Power, I handled all aspects of marketing for DC power to telecom customers in the North American market. This included national sales meetings, customer events, trade shows, distributor and Liebert rep seminars and training sessions, sales collateral, website development and sales tools. During this time, I developed sales strategies, recommended product selection and T&Cs on all major proposals; produced the annual Strategic Sales and Marketing Plans; developed compensation plans; set all customer specific pricing; and, managed all requests for pricing and policy deviations.
- Also while at Company, I was responsible for product management of small power systems, batteries, inverters and converters including developing product specifications, material selection, vendor management, on-line reverse auctions and contract negotiations, product launch and market awareness. I was a member of the Global Product Management team to insure new global building blocks achieved a maximum market fit for North America. I successfully launched the Actura 2427, Candeo SP and Candeo IP DC Power Systems.
- As a Key Account Manager at Company, I managed and directed the account team responsible for Mobile Telephone Switching Office and Radio Base Station power systems. I achieved 160% of a \$10M quota and increased sales to AT&T Wireless, Tritel, BellSouth Cellular, Cantel, Triton PCS and SBC by 42%. I was also the primary interface to Ericsson.
- As the Global Account Manager for CTP at Company Communications (a \$20M/year technology firm), I managed and directed the account team responsible for Enhanced Services Platforms. I consistently achieved 150% of the annual sales quota and closed a \$50M 3-year contract for IP-based Enhanced Services Platform.

- As Corporate Sales Director for Company, Inc., I developed and maintained a successful domestic and international product distribution strategy including development and negotiation of Distributor Agreements with GTE, Wiltel, Sprint, BellSouth, TeleSwitch CALA and Oscar Communications Hong Kong and Australia leading to an increase in domestic sales of 50% and international sales of 75% during my tenure. I achieved 125% of each sales quota for three consecutive years and grew annual revenues from \$4M to \$8M.
- At Company, I produced at top levels for five consecutive years with 100%+ quota attainment while receiving multiple sales and marketing awards including Honor and Presidents Circle, Ambassador Award and Top Sales Producer. I closed major contracts in the Enterprise and Federal channel markets for \$300M (US Army MTMP), \$75M (US Army CTMP), \$25M (US Army JTU), \$15M (State of California), \$12M (Texas Instruments), \$8M (Chevron). I was also a founding member of the GTE channel team.
- I am results-driven, achievement-oriented, and have 20+ years of progressive responsible experience. I have consistently demonstrated excellent time management, organizational capabilities and outstanding interpersonal, presentation, negotiating and closing skills. I am a committed team player and strong proponent of an optimistic mental outlook, energy, and attitude dedicated to a positive reinforcement management style. I have always been consistently successful in motivating, mentoring and inspiring others to higher levels of performance.

CAREER OVERVIEW / ENTREPRENEURIAL AND FORTUNE 500 EXPERIENCE

COMPANY, INC.	VICE PRESIDENT, SALES	2007 - PRESENT
COMPANY, INC.	SALES DIRECTOR	2005 - 2006
COMPANY NETWORK POWER	SR. MARKETING MGR.	2002 – 2005
	PRODUCT MARKETING MGR.	2000 - 2002
	KEY ACCOUNT MGR.	1999 - 2000
COMPANY COMMUNICATIONS	GLOBAL ACCOUNT MGR.	1997 - 1999
COMPANY, INC.	CORPORATE SALES DIR.	1994 - 1997
COMPANY INC.	PRINCIPAL	1992 - 1994
COMPANY TELECOM	ACCOUNT DIRECTOR	1985 - 1992
NAME CABINET & TRIM	PRINCIPAL	1980 - 1985
Texas University	BSET – Electronics	1982