

OBJECTIVE

Results-driven **Senior Sales Management Executive** eager to contribute dynamic business development, administrative/financial management and team building talents toward actively supporting a progressive organization in optimizing operational and revenue performance.

EXECUTIVE PROFILE

- Offer extensive experience in managing sales and customer alliances, with comprehensive marketing background.
- Effectively define, develop and implement targeted action plans to maximize operational productivity, efficiency and profitability.
- Proactive leader who successfully recruits, trains/develops, mentors and leads top-performing teams committed to providing superior service.
- Proven value and dedication as a team member, as demonstrated by longevity and progression throughout career.
- Exceptional ability to research and evaluate industry trends and competitor products and use findings toward designing and executing innovative strategies to boost company leveraging in a saturated market.
- Dynamic communication, presentation, relationship building and problem-solving abilities.
- Excel at interacting with broad populations including senior management, sales and customer service staff as well as clients and external contractors.

KEY ACHIEVEMENTS

- Won "Rookie of the Year" Award and National and Regional Sales Awards for sales production.
- Boosted profitability 35% and agent production 45% and effectively developed an office from 4 agents to 25 agents in less than one year.
- Successfully developed Tennpak and generated \$9 million in sales in only 6 years.
- Forged a strategic partnership with a leading automotive aftermarket parts company, leading to a \$1.5 million account and accomplishing 2 "Vendor of the Year" awards.
- Grew existing business base of \$150K to \$1 million within one year.
- Accomplished multiple "Supplier of the Year" Awards, as well as Yearly Sales Recognition Awards for Sales Production Performance.

CAREER PATH

Company 2003-Present

Director of Sales/Managing Broker

- Contribute dynamic leadership skills in managing all levels of employees, with strong focus on optimizing productivity, efficiency and profitability.
- Spearhead diverse managerial activities ranging from staffing, training and performance evaluation to workflow planning, policies/procedures development and daily lead generation.
- Innovatively develop and launch targeted marketing strategies to optimize performance, including direct mailings, community postings, local advertising, and events production.
- Build and establish key relationships and liaise effectively with Title & Mortgage officers, inspectors, appraisers and company support personnel.

Company. - Nashville, TN 1997-2003

Managing Partner/Owner

- Applied sharp business acumen toward leading all aspects of daily operations, providing quality customer service and effective human resource operations management, illustrating ability to manage multiple functions.
- Demonstrated exceptional communication and interpersonal relation abilities in creating integral partnerships with national clients and several Nashville advertising firms.

Company - Nashville, TN 1997-2003

Managing Partner/Owner

-Continued-

- Maximized resources and results by designing, developing and implementing effective sales execution strategies.
- Relied upon to lend expertise toward actively mentoring new hires, playing a solid role in supporting the development of top-performing team members.

Company - Memphis, TN 1996-1997

Regional Sales Director

- Recruited to create new business opportunities and re-establish integral relationships with former clients.
- Proficiently designed and delivered new business presentations to upper-level corporate personnel within key accounts, instrumental to generating sales.
- Exhibited advanced communication and analytical skills in developing new business and effective sales territory management strategies.

Company. - Evansville, IN 1993-1996

Senior Account Executive

- Maintained full accountability for managing diverse accounts including pharmaceutical, cosmetic, software, distillery, automotive aftermarket, and food products.
- Independently developed a new base of business to support company's effort to expand folding carton division, achieving \$4 million at the end of three years.
- Efficiently directed a team of junior account executives and production coordinators; planned and coordinated workflow and assigned projects to optimize utilization of human capital and operational resources.

Prior Experience

Sales Representative, Company - Louisville, KY

EDUCATION

Bachelor of Science, Business Administration – Executive University
Post-Graduate MBA Course

PROFESSIONAL DEVELOPMENT/TRAINING

Commercial Printing and Graphic Arts - Graphic Arts Technical Foundation (GATF) (Pittsburgh, PA)
ISO9000/9001 Training
Sales Training and Development - Learning International (Chicago, IL)
Dale Carnegie (Louisville, KY)
Graduate of Integrity Selling & Integrity Coaching - Integrity Coaching Systems (Nashville, TN)

PROFESSIONAL AFFILIATIONS

Member - Franklin Chapter of Business Network International (BNI)
Member - Institute of Packaging Professionals