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# EXPERTISE: Sales Leadership – Project, Product, and Team Management – Regional, National, and International Sales and Marketing

Track record of delivering consistent revenue streams and outperforming sales goals:

 1998 1997 1996 1995 1994

 **170% 197% 134% 143% 189%**

Energetic, creative, proven performer committed to continued excellence.

 **Strengths**

* Maximizing revenue and profit in a predictable and repeatable fashion.
* Training and developing sales professionals… communicating the *science* of the art of selling.
* Creating and implementing sales and marketing strategies of existing and new products.
* Contributing sales expertise to product development, corporate planning, and cross-functional

 initiatives.

* Driving highly effective sales organizations… communicating version, methodology, and goals.

# Professional Experience

BIG SOFTWARE CO., Redwood City, California 1990-Present h **District Manager, Northeast Region** 1/99- Present

 Direct the sales activities for the industry segment, selling Big software products (business communications solutions) to 300 corporate accounts each having 5000 or more employees. Manage a 6-state region that delivers $47 + million in annual revenue (largest volume of all sales districts worldwide).

 Manage sales team (currently 7 sales professionals) to consistently high performance levels. Create and nurture a well-balanced, diverse, focused team through motivation, leadership, training, and establishment of sales process as the foundation of business success.

 Collaborate with technical team leader, providing direction for a total of 25 sales and technical professionals who work cooperatively to recommend the most appropriate business solutions to fit customers’ complex communication and information needs (e.g. messaging, Internet / Intranet, knowledge management, rapid application development).

* Delivered the highest percentage performance against plan (197%) among all Big locations worldwide, 1997.
* In 1998, *all* team members performed above 125% of plan…75% attained at least 150%.
* Maintained zero negative attrition while hiring talented people, growing existing talent, and grooming several for promotion.
* Delivered highly consistent and predictable sales results, meeting or exceeding targets *each quarter.*
* Manager of Year, 1998; singled out among 650 U.S. managers for contributions to the business.

h **National Sales Initiative – Project Leader** 1/98-Present

 Assumed corporate staff assignment while retaining all responsibilities as Northeast District Manager.

 Charged with spearheading the transformation to sales process methodology throughout entire U.S. sales organization – strategizing, planning, and implementing processes and programs to achieve a fundamental change in the way the company approaches the sales challenge.

 • Transformed a highly unpredictable revenue stream into the business’ *most predictable*. In 1 year

 reduced variance of forecasting from 20% annually to within 3%… in fourth quarter 1997, achieved variance of only *0.3%* on revenue for *entire U.S. sales operation.*

 Serve as consultant to senior management on issues relating to sales force productivity, automation, and process improvement.

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# Professional Experience

BIG SOFTWARE COMP. (continued)

* **Acting Manager, Northeast Region** 10/96-12/96

 Managed 4-member direct sales team selling Big enterprise products.

* + Outperformed sales target, achieving 172% of plan.
	+ Doubled revenue forecast for the quarter.

* **Product Sales Manager** 4/96-12/96

 Developed sales strategy and sold Big products in a 4-state territory.

* + Achieved 165% of sales objectives.
	+ Created sales strategy for 20-member sales team that resulted in team performance at 106% of plan.

* **Territory Sales Representative** 1993-1996

 Effectively managed 4-state sales territory while maintaining consistently high level of sales performance and customer satisfaction.

* + Doubled number of accounts in first year; grew business consistently from first day on job until the last.
	+ Outperformed sales goals in each measured period.
	+ Rookie of the Year, 1994: Salesperson of the Year, 1995.
	+ Personally sold in excess of $1 million every year.

* **Global Product Marketing Manager: Mail Services** 1990-1993

Created worldwide marketing and sales strategy for launch of industry-first product line (Mail Services communication, mail management, and message switching technology).

* + Captured $10 million in sales and 75% market share within 3 years ⎯ the company’s most

 successful worldwide market introduction.

 Directed 10-member cross-functional project team that delivered cutting-edge-technology product on budget, with planned functionality, 30 days ahead of schedule.

* + Achieved profitability in first year.

MANO A MANO ADVERTISING & MARKETING PRODUCTION, INC. Pawtucket, Rhode Island 1988-1990 h **Director, Business Development**

* + Achieved new-business revenues for more that $2.5 million through acquisition of new accounts

 and close focus on customer satisfaction.

* + Secured national accounts for the fist time in the company’s history.

# Education

PROVIDENCE COLLEGE, PROVIDENCE, Rhode Island

 Bachelor of Business Administration,

 Major in Management

PROFESSIONAL TRAINING

 Solution Selling, 1999-Present (Student and Coach) Effective Negotiating (Chester Karrass), 2002