

# Joe Smith

New York, NY | (123) 456-7890 | [jsmith@gmail.com](mailto:jsmith@gmail.com) | <https://www.linkedin.com/in/joesmith>

## GLOBAL SALES DIRECTOR

**Executive Leadership & Decision-Making | Multimillion-Dollar Revenue Gains | People Leadership & Development**

**Experienced Global Sales Executive** focused on **growth, profitability, and customer acquisition** for multinational technology security companies through keen market sense, inventive strategic plans, and negotiation skills. Onboarded repeatedly by start-up and established corporations to map and deliver aggressive growth in the U.S., EMEA, Latin America, and Canada. Artfully translates enterprise-level customer pain points into high-value sales.

- Extensive technical background easily leveraged for the robotics and artificial intelligence sectors.
- Agile, 360-degree communicator establishing profitable relationships with C-level decision-makers as well as strategic partners and value-added resellers (VARs) to expand amplify sales force and growth.
- Perceptively builds and scales talented global sales teams by curating success-conducive environments.



Global Sales Management | International Territory Management | New Market Penetration | Team Leadership  
C-level Relationship-Building | Strategic Planning | Sales Management | Business Development | Lead Generation  
Quota Achievement | Team Recruitment & Development | Deal Desk Set Up & Collaboration | Sales & Marketing Integration  
Strategic Partnership Formation | Market Analysis | Sales Marketing | Complex Deal Management

## PROFESSIONAL EXPERIENCE

**ABC, INC., New York, NY**

**2020-2022**

**Director of Sales**

Joined start-up poised for rapid growth, quickly establishing and cultivating long-term relationships with target customers. Guided revenue-generating activities for a territory west of the Mississippi River, Canada, and LATAM. Carved out sales and strategic planning processes to deliver exponential growth.

- **Tripled average selling price (ASP)** by focusing on enterprise customers and multi-year contracts.
- **Closed the single most lucrative commercial deal in company history.**
- **Fueled sales further up market**, tripling annual recurring revenue (ARR).
- **Spearheaded creation of new service line delivering 25%** of company year revenue in the first year of launch.
- **Enhanced partner-driven sales by successfully recruiting**, training, and supporting value-added resellers (VARs).
- **Captured 80% of quota in year one and 115% of quota in year two** by closing six-figure transactions with multinational, companies despite little to no marketing and lead generation support.
- **Acquired 50% of company revenue** in final year.

**XYZ, INC., New York, NY**

**2018-2020**

**Director of Sales and Business Development**

Recruited to own revenue generating activities and execute strategic growth plans for the Global markets at a start-up specializing in network security. Led 20-person global sales team based in the U.S., LATAM, the Middle East, and Europe.

- **Increased first year sales by 30%.**
- **Created, defined, and launched** partner program that attracted 20 resellers in its first year.
- **Transformed an underdeveloped sales pipeline into three-fold growth** after establishing a lead generation program deployed via webinars, seminars, and industry conferences.
- **Cemented a previously sporadic sales methodology** into a well-defined, more standardized process that sharpened forecasting and broadened customer base.