

# SAMPLE

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## SENIOR SALES EXECUTIVE

### *Global Business Development / Expanding Distribution Channels / Presenting Technology Solutions*

Respected executive with distinguished 20-year career leading sales operations for turnaround and high-growth organizations. Extensive expertise in client needs analysis with a consultative approach to software and application sales. Repeated success guiding sizeable, cross-functional teams in the design, re-design, and launch of leading-edge technology solutions driving record-setting sales. Expert presenter, negotiator, and businessperson able to forge solid relationships with strategic partners and build consensus across multiple organizational levels. Fluent in English and Spanish. B.S. in Business Administration. Proficient in Word, Excel, PowerPoint Access, Act and Goldmine. Available for travel 50%. *Core competencies include:*

- Business Development & Expansion
- Market Planning & Positioning
- Multi-channel Product Distribution
- Advanced Technology Integration
- RFP Development & Review
- Building Alliances & Partnerships
- Sales Team Building & Leadership
- Key Account Relationship Management
- New Product Technology Launches
- Executive Negotiations & Presentations

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## PROFESSIONAL EXPERIENCE

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### **SENIOR SALES EXECUTIVE / NORTHEAST REGIONAL MANAGER, 2005 – Present** COMPANY, INC., Addison, IL

Recruited to achieve revenue targets through the development of dealer channels in the Northeast region; assess and monitor regional market needs relative to industry trends; direct the improvement & execution of software and application sales methodologies to enhance dealer channel strategy objectives; and advise dealers on policies and operating procedures to ensure functional effectiveness of business for this worldwide leader in mailroom technology products.

#### *Selected accomplishments:*

- Boosted sales revenue of existing dealer channel by 70% in only 12 months.
- Grew Northeast region's dealer channel by 62% from 19 to 31 dealers.
- Increased region's Hardware category sales from \$1.4 million to \$3.9 million.

### **REGION SOLUTIONS SPECIALIST / PUBLIC EDUCATION & CORPORATE TRAINING, 2004 – 2005** BRANCH MANAGER / NORTH AMERICA, 2001 – 2004

### **SENIOR DISTRICT SALES MANAGER / LATIN AMERICA DIVISION, 1997 – 2001**

### **DISTRICT SALES MANAGER / CARIBBEAN & CENTRAL AMERICA DIVISION, 1996 – 1997** RISO, INC., Danvers, MA

Built an impressive record of achievement and advancement through a series of progressively responsible positions leading high growth ventures in new markets. Spearheaded corporate effort to introduce automated software and hardware solutions in public school systems to initiate compliance to the federally mandated No Child Left Behind (NCLB) act; managed two branch office with emphasis on engaging and penetrating Education, Government, Religion and Print for Profit markets; directed a team of 6 regional sales managers and technical managers to improve the sales and profitability of the Latin American dealer channel; and recruited and trained new dealers and

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