

Kristina Kuhn

Sales Director

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An established and driven Leader, Strategist, Digital Guru, and Sr. Sales Professional with a proven track record of success looking to lead or join an innovative and dynamic team full-time or contracted. Self-motivated and driven, approach each challenge with an open mind, often thinking outside the box to deliver the most desired results. Innovative thinking and deep knowledge of the automotive marketing space positions.

WORK EXPERIENCE

2016-05 - PRESENT

- **Sales Director and Board of Director**
UnitedHealth Group
 - Managing 20+ people (8 sales people, 3 sales assistants, 10+ distributors, 2+ strategic partners) for manufacturing sensors and systems for automation.
 - **Overall responsibility:** Plan and implement sales and marketing activities in order to meet company targets for retention growth and profitability Contribute.
 - As a director, to the executive management of the company Specific accountabilities: Managing 8 sales people, 3 sales assistants, 10+ distributors, 2+ strategic partners Plan and implement sales strategy, including distribution channel development Plan and implement marketing strategy, including advertising and PRRecruit, manage, train and motivate direct reporting staff Manage R&D and NPD and new business development.
 - Maintain and develop corporate image and reputation.
 - Plan and manage internal communications and awareness of corporate direction, mission, aims, and activities.

2014-08 - 2016-05

- **Director, Business Development/Sr. Business Strategist**
CVS Health
 - Developed and led a team of Inside Sales Professionals.
 - The trained team of consultative selling and consulting in digital marketing and advertising strategy utilizing an agency.
 - Consulted with prospective clients and current clients on the best strategies and solutions to meet the business objectives.

2012-04 - 2014-07

- **Marketing Director**
McKesson
 - Spearheaded the development of a two-year growth plan with property leadership, to ensure census stability and new growth.
 - Promoted within two months to lead Community Relations Director, overseeing a team of four rebrands under new ownership.
 - Increased census by 15% within two months by optimizing marketing segments and through strategic planning and implementation.
 - Led monthly continuing education seminars to drive brand awareness and product offerings with existing and prospective clients.

EDUCATION

2012

- **MBA**
University of California

2010

- **Bachelor of Business Management (BBM)**
University of Richmond