

Cristian Johnson

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EXPERIENCE

REGIONAL SALES MANAGER

Dallas, TX

08/2016 – present

- Performance management, to include annual performance reviews (OPR process), performance improvement plans, formal and informal coaching and counseling, etc
- Leads, manages, and develops Account Managers and Client Relationship Managers to optimise team performance
- Assist Sales Managers in the development of sales and marketing plans, forecasting, performance management, etc; measure and track results
- Work with fellow coworkers and other Regional Sales Managers to collaborate and develop accounts having hotels in multiple regional territories
- Providing coaching, motivation, and performance management to the specialty account managers (sales representatives)
- Provide active management, recruitment, and talent development of a high volume business development team
- Manage a diverse team of Territory Business Managers, Distribution Channel Account Managers, and Operations Program Managers

REGIONAL SALES MANAGER

New York, NY

08/2013 – 03/2016

- Assist in development of territory contractor network and relationships establishing primary supply position with each
- Work with the Global Account Manager and regional General Manager to develop effective pricing strategy
- Work with sales management to develop and execute prospecting campaigns for target market sectors
- Train, coach and develop TSM and MR to improve their performance, establish goals and achieve objectives that tie into the Region's budgetary responsibilities
- Creates, communicates, and executes a vision for the sales team, establishing direction and providing context for sales activities
- People management responsible - performance dialogues, Development, SEmp, Training, Diversity & inclusion, Talent & Succession and incentive management
- Manages the sales performance and development of District Sales Managers and Marketing Associates

EDUCATION

UNIVERSITY OF GEORGIA

Bachelor's Degree in Business

SKILLS

- Implement a sales strategy to drive the sales process within a specific region
- Meet and exceed revenue goals and targets
- Forecast sales revenue targets for each market
- Work with Gannett affiliates to launch the digital products in new cities
- Develop key account relationships in your region
- Conduct sales training and share best practices across the team
- Work with account executives to maintain a pipeline through Salesforce.com
- Stay abreast of industry news, competition and consumer trends
- Foster teamwork that drives motivation and retention
- Responsible for hiring, and other employee related issues