

Tavares Ortiz

Regional Sales Manager

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Pittsburgh, PA

[LinkedIn](#)

WORK EXPERIENCE

Lacework

Regional Sales Manager

Pittsburgh, PA | 2017 - current

- Resolved customer complaints by investigating problems, developing solutions, **preparing reports, and making recommendations to management, receiving 80+ 5-star reviews**
- Monitored competition, gathering marketplace information on pricing, products, new products, delivery schedules, and merchandising, improving customer retention by 38%
- Negotiated contracts with referral sources, third parties, and government agencies, ensuring effective service for hundreds of \$50,000+ recurring clients
- Built a profitable pipeline through direct outreach and the use of marketing and business development training for sales associates, improving associate approval rating by 17%
- Furthered job knowledge by attending 8+ sales management symposiums per year

Contrast Security

Sales Manager

Pittsburgh, PA | 2012 - 2017

- Directed all commissioned sales personnel to achieve 100% of monthly sales and profit goals
- Recruited, trained, and **developed a qualified, engaged, and successful sales team, bringing in \$3,600,000+ of revenue**
- Established a sales strategy for all major customers and prospects, developing positive relationships with 16 key customers
- Analyzed inactive accounts, soliciting feedback to determine reasons for lack of account use, reactivating 27% of accounts

Nylas

Sales Specialist

Pittsburgh, PA | 2008 - 2012

- Monitored invoice disputes, short deliveries, and refunds to ensure resolution, resulting in 60% of negative reviews being revoked
- **Minimized 26% of product order errors and delays** by initiating the use of ActiveCampaign software
- Determined if requests were eligible for quoting by ensuring they met minimum order requirements

SKILLS

- Goal-oriented
- Inbound Sales
- Leadership
- Thorough
- Customer Service
- CRM (HubSpot)

EDUCATION

Bachelor of Arts

Business

Administration

University of Pittsburgh

2004 - 2008

Pittsburgh, PA