**Lisa Jan Cash**

548a Heritage Hills Drive • Somers, NY 10589 • [lisajcash1@gmail.com](mailto:lisajcash1@gmail.com) • 914-325-9624

**Education**

**IONA COLLEGE** New Rochelle, NY

Bachelor of Business Administration, Dean’s list, National Business Honor Society 1983

**Experience**

**SPECTRUM ENTERPRISE/CHARTER COMMUNICATIONS**

**Helping our customers identify and leverage emerging technologies that will benefit their organizations.**

**President Circle Winner-2022**

**`**

New York City

**Enterprise Account Executive-** December 2020- Present

* Responsible for prospecting and identifying IT opportunities with C Level professionals.
* Collaborate with clients to enable IT solutions consisting of Fiber Internet Access, Managed IT services, Unified Communications, Security, Disaster Recovery, and other network requirements.
* Develop client -centric solutions for complex services.
* Create and deliver proposals on product benefits aligning with client needs.
* Develop and maintain partner relationships to participate in our Business Referral Partner program and assist with their client’s technology requirements.
* Consistently achieve monthly sales quota.

**CONNECTION ENTERPRISE, INC.** Remote from Somers, NY

**Accounts Acquisition Representative (Eastern Territory)** December 2019 - May 2020

* Prospected and developed key relationships with C-suite executives in large enterpriseaccounts.
* Established new accounts while maintaining existing book of business.
* Presented our value proposition, features, and benefits through a consultative sales approach.
* Maintained and developed strategic relationships with leading IT manufacturers and software publishers.
* Worked closely with our partners to create opportunities within mutual target accounts.
* Remained current and informed on publisher knowledge and certifications.

**WESTFAIR BUSINESS PUBLICATIONS** White Plains, NY

**Senior Account Manager**  January 2014 – December 2019

* Managed numerous Business Journal advertising accounts within information technology, hospitality, recruitment, healthcare, education, legal, and retail industries; established extensive relationships through prospecting, networking, meetings, trade shows, and industrial business groups; partnered with local businesses to help promote local growth.
* Served as a marketing consultant for clients; researched and prospected both Westchester and Fairfield for marketing opportunities and Regional Accounts.
* Created and conducted sales presentations to potential clients and advertising agencies.
* Developed marketing plans for the Business Journals and WAG Magazine for print, digital, and sponsorships for corporate events.
* Personally, met and exceeded annual sales goals of $950,000.
* Launched our annual IT & Technology Guide & Weekly Tech Talk.

**SECURE PATH NETWORKS** Pelham, NY

**Senior Account Manager**  2011 – 2014

* Responsible for building C-Level relationships.
* Aligned with IT and business groups to uncover new opportunities around voice & data communications.
* Presented a unique array of consultation services, including evaluation, planning, and implementation relative to the interoperability of voice, data, and internet communications.
* Proposed services around telecom management.
* Assisted with the development of IP telephony, lans, wans, and network configurations.
* Focused on cost reduction and network improvement.
* Developed strategic plans based on industry trending and customer analysis.
* Negotiated contracts and resolving contractual discrepancies.
* Built partnerships, relationships, and agency agreements for Secure Path Network.

**SOFTMART** Remote from Somers, NY

**Strategic Account Manager, Eastern Region**  2008 – 2010

* Prospected new business opportunities within my territory.
* Sold IT services to all management, CIO ad CEO levels within an organization.
* Responsible for developing new business relationships for Softmart Partner Services which included prospecting, networking, and training the partners of Softmart services.
* Maintained publisher knowledge and certifications for licensing programs.

**SOFTWARE SPECTRUM, INC** Remote from Somers, NY

**Corporate Account Manager, Northeast** 2004 – 2007

**Senior Account Executive** 1994 - 1996

* Managed and led all efforts necessary to identify, acquire, and further penetrate accounts within territory to deliver the world’s top brands of business software, hardware, and mobility solutions.
* Cultivated solid account relationships and drove customer satisfaction.
* Prospected and made executive calls to build upon business potential within territory.
* Identified compliance opportunities with existing and developmental accounts.
* Gathered account information to generate additional sales and leverage business relationships.
* Qualified corporate accounts for significant company business potential.
* Developed approaches to address account challenges and uncover opportunities.
* Gained commitment from key influencers to solidify a business partnership within a company.
* Delivered compelling sales presentations to audience of senior executives, and IT professionals.
* Demonstrated success with a consultative selling approach.
* Proven track record of successful selling to senior executives and IT and procurement management.
* Used market knowledge, analytical skills, publisher product knowledge, to represent major software publishers and their licensing programs.
* Partnered and developed publisher relationships on daily basis.
* Consistent over-achievement selling in a quota-based environment of at least $1million in AGP a year.

**ELER TECHNOLOGY, INC.** Remote from Somers, NY

**Senior Account Executive** 1997 – 2004

* Responsible for sales of IT solutions to owners of small and medium sized businesses.
* Handled negotiation of contracted services.
* Responsible for new business development.
* Facilitated and resolved client issues.
* Reported to owner of company.

**CABLE & WIRELESS COMMUNICATIONS, INC.** New York, NY

**National Account Manager** 1991 = 1994

**Senior Marketing Representative** 1986 - 1991

**NBI, INC.** New York, NY

**Marketing Support Representative** 1984 - 1986