

## EXECUTIVE SUMMARY

Senior Entrepreneurial executive with extensive experience in strategic business development, account management and team development. Leverage expertise in optimizing operational efficiency, increasing productivity, and exceeding target sales goals.

Consistently stay ahead of the competition by keeping current on industry standards and market factors that successfully translate company value to clients.

Possess a significant record of innovative success for well-defined marketing and product management with the capacity to identify and align customers' emerging needs with products and services.

## CONTACT ME



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# MICHAEL AFUSO

**Growth Catalyst | Business Development Executive | Sales Strategist | Valued Leader**

## AREAS OF EXPERTISE

- Account Management
- Revenue Growth
- B2B Sales
- Marketing Strategies
- Cold-Calling
- Business Development
- Executive Presentations
- Business Turnaround
- Strategic Partnerships
- Needs Assessments
- Market Penetration
- Sales Direction & Initiatives
- Strategic Alliances
- Cross-Functional Leadership
- Solutions Selling Initiatives

## PROFESSIONAL EXPERIENCE

### MEDTERRA, Laguna Niguel

**May. 2018 - Present**

#### Senior National Account Manager- Health and Wellness Division

- Own, Direct and manage all aspects of Health & Wellness Channel aisle expansion in support of the short and long term growth objectives of the business.
- Formulate strategy for continued revenue growth and market penetration by providing insight, analyzing market segment challenges, opportunity identification, and brand awareness programs.
- Proactively identify and mitigate the Channels friction points across the value chain from vendor/product onboarding to end delivery to customer; champion a seamless, unified customer experience across channels.
- Develop, monitor and improve key performance metrics for operations including consumer satisfaction, productivity and efficiency data.

### SENSI MAGAZINE, Orange County, CA

**Feb. 2016 - May. 2018**

#### Publisher

- Drove revenue increases with recommendations for improvements based on sales organization analysis; surpassed targeted revenues while controlling expenses.
- Aggressively recruited and managed Associate Publishers in Orange County and San Diego Markets.
- Established performance measures, monitored and analyzed performance metrics to identify and implement performance-based improvements.
- Built and maintained relationships with key corporate decision-makers, established large-volume, high-profile accounts with excellent levels of retention and loyalty.

#### KEY ACCOMPLISHMENTS

- Made it to print in 6 months, New Market Orange County with a Baseline of \$10K with 70,000 magazines printed and distributed.
- Noted for pioneering programs to share personal sales best practices with advertisers. Which was subsequently adopted by all regions nationwide (Long Term Contracts).

### BEST VERSION MEDIA, LAGUNA NIGUEL, California

**Jul. 2013 - Apr. 2018**

#### Owner/Publisher/ Sales & Marketing

- Directed promotional efforts and provided effective sales leadership and general management which directly resulted in business revenue growth.
- Successfully secured numerous key clients/accounts through ongoing networking, consulting, and customized presentations/negotiations from a needs-based perspective.
- Resurrected inactive accounts, serviced existing accounts and obtained new accounts through cold calling and lead follow up. Maintained frequent contact with key accounts.
- Recommended appropriate sizes and formats for advertising, depending on medium being used; prepared promotional plans, sales literature, media kits, and sales contracts, using computer.
- Attended sales meetings, industry trade shows, and training seminars to gather information, promote products, expand network of contacts, and increase knowledge.

**MIMI'S CAFE, Las Vegas, Nevada****Jul. 2000 - Mar. 2002****Restaurant Manager**

- Consistently exceeded goals in key metrics: profit, sales, customer service, and operational measures by developing new business and marketing opportunities.
- Reviewed financial statements, sales reports, and other performance data to measure productivity and to identify areas needing cost reduction or program improvement.
- Oversaw inventory control, ordering, food sanitation and quality control of food products while ensuring compliance with health and fire regulations.
- Inspected food and food preparation to maintain quality standards and sanitation regulations. Conferred with food preparation and other personnel.
- Recruited, managed and trained associates; achieved significant improvements in their productivity through key performance indicators and statistics.

**EINSTEIN BROTHER'S BAGELS, Las Vegas, Nevada****Jul. 1997 - Jul. 2000****General/ Manager**

- Oversaw day to day operations of entire restaurant, implemented core productivity processes, revitalized the culture, and drove financial practices with detailed PL management.
- Developed a competitive culture and integrate an extensive advantage template for service and sales to drive quality, service, and pricing consistencies to create sustainable growth and profit.
- Efficiently monitored stock levels and procures necessary resources; whilst critically interfacing with suppliers and stakeholders, to entrench the need for quality services.
- Built and developed teams, redesigned training and performance management standards, partnered effectively across functional areas to deliver consistently exceptional client experiences across the territory.
- Established and implemented management performance initiatives that resulted in creating new operating metrics for the company.

**LOMBARDI'S RESTAURANT, Las Vegas, Nevada****Jul. 1993 - Jul. 1997****Assistant General Manager /Fine Dining**

- Enhanced operational success through effective staffing, training, adherence to OSHA regulations and ensuring well-timed customer service.
- Maintained expenses below budget through accurate planning, waste reduction, and purchasing with cost effective operating procedures.
- Inspected food and food preparation to maintain quality standards and sanitation regulations. Conferred with food preparation and other personnel.
- Established procedures and policies governing customer correspondence and the handling of customer complaints; consistently maintained A+ BBB rating.

**EDUCATION HISTORY**

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**• B.S. - Hotel/ Restaurant Management****Aug. 1991**

UNIVERSITY OF NEVADA LAS VEGAS, Las Vegas, Nevada

**• Summer Studies Abroad****Aug. 1991**

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