**KYM ZION**

Las Vegas/Greater Los Angeles **|** (425) 241-6790 **|** kzion@comcast.net

**BUSINESS DEVELOPMENT MANAGER**

**Profitable Sales Growth ● Strategic Closing & Negotiations ● Influential Selling ● Presentation & Communications ● Public Relations ● Customer Service**

Entrepreneurial, results-oriented professional with over 10 years of documented B2B sales accomplishments driving up revenue, building exceptional customer relations, and optimizing profits for technology-based companies. Recognized as a quota carrying sales contributor in the domestic and international market. Proven history of gaining market share through implementation of sales strategies that influence decision-makers and drive success. Focuses on customer satisfaction by employing a consultative, solutions-based sales approach to determine client requirements and provide optimal solutions. Strong decision-making, networking, leadership and marketing skills.

* **ORACLE CORPORATION: Exceeded millions of dollars in Annual Quota, Business Initiatives by 365%, Annual Revenue Quota of 28.5 million, continually outperforming peers and winning sales awards.**
* **Reengineered sales processes, eliminating inefficiencies and increasing profit margins.**
* **Proven ability to exceed sales objectives through targeted prospecting, cold calling, and lead generation.**
* **Masterminded initiatives that repeatedly propelled organizations to higher levels of growth and success.**
* **Proficient in Microsoft Office Suite, Salesforce, and CRM.**

**CORE COMPETENCIES**

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| --- | --- |
| * Strategic Sales & Channel Management * Sales Presentation & Negotiations * Solution Selling Strategy * Customer-centric Solutions * Customer Experience Improvement * Change Management Turnaround | * Prospecting & Lead Generation * Key Account Acquisition & Retention * Cross-Functional Leadership * Staff Development & Management * Customer Relationship Management * Out-of-the-box Thinking Initiative |

**PROFESSIONAL EXPERIENCE**

**SALTWATER FILMS AND NETWORKS**, Los Angeles, CA **2019 – Present**

*Film company specializing in Documentaries and other Film Projects, including streaming channels***.**

**Business Development and Public Relations Manager**

* Utilize a cross-functional approach to align corporate and marketing messaging and engagement.
* Influence the organization’s brand positioning and engagement through cross-functional coordination and cooperation.
* Allocate importance to organization’s business-wide content from time to time and derive maximum exposure from finite internal & external media space/platforms.
* Serve as an Advisor and Negotiator for the media and develop strong relationships with key Technology, Education, Development and Business media.

**PINNION,** Seattle, WA (Consultant) **2017 – Present**

*Software Technology solutions specializing in Data Collection*.

**Director of Business Development**

* Consistently define partnership strategies and executed deal signings to expand the company's brand, generate leads and accelerate revenue growth.
* Design and implement processes to enhance sales productivity through pipelines, CRM tools, and targeted education. Increased viable lead generation.
* Identify product gaps and design solutions for teams during the sales cycle, eliminating competitive gaps and product deficiencies to win new business.
* Lead business process mapping to identify the business drivers for the selection of technology solutions.

**VARIOUS SOFTWARE TECHNOLOGY COMPANIES** **2014 – Present**

**Consulting Contracts, Business Development and Marketing**

* Define effective go-to-market strategies leveraging prospecting, event follow-up, and marketing campaigns that contributed to capturing new accounts and enabling business growth.
* Instrumental in sourcing, generating and building new business opportunities for the company through cold calling, and following up on warm leads from lead-inception to close.
* Analyze relevant industry market intelligence with market trends and future product development.

**BOCADA, Kirkland, WA 2012 – 2013**

*Specializes in Data Protection Management and Backup Reporting. Served as a Strategic Sales Management for industry-leading enterprise software in Data Protection Backup management. Environments included SQL, Oracle, Exchange, VMware, Symantec, EMC, Tivoli, Microsoft, NetApp, Quest/Dell Software and others*.

**Account Management/Channel Management**

* Built sales pipeline that generated 3X number of new enterprise software customers, leading to close
* Managed business plans and strategy across EMEA Channels. Signed Value Added Distributors in EMEA
* Developed and fostered relationships with strategic partners in North America and International
* Led solution development efforts that best address end-user needs, while coordinating the involvement of all

necessary company and partner personnel.

* Collaborated with marketing and social networking channels in conducting strategic lead generation campaigns through telemarketing, direct mail, and networking.
* Facilitated a best-practice action-oriented information framework providing key insights on business drivers, analytics, and software solutions to functional leaders and senior management across the enterprise.

**FTI CONSULTING (formerly Attenex),** Seattle, WA **2007 – 2012**

*Specializing in E-Discovery Software*

**Inside Sales – Account Management**

* Played a significant role as a team contributor in consistently meeting a sales quota.
* Collaborated with the operations team in reporting to identify KPIs and sales metric through Salesforce.com.
* Implemented consultative/solution-based selling techniques to close customers and generate revenue.
* Served as the direct line of support for outside sales executives in US and Canada. Generated revenue by identifying, qualifying, and closing new business opportunities.
* Built and maintained client relationships by partnering with outside B2B account managers to grow overall sales, including expanded year-over-year and margin dollars.

**BOCADA,** Bellevue, WA **2004 – 2007**

**Account Development and Program Management** – Specializing in Backup Reporting

**WIRESOFT NET, INC.**, Kirkland, WA **2003 – 2004**

**Director of Business Development** – Consultant, reporting directly to the VP of Sales/Marketing

**KNOWLEDGEPOOL INC.,** A Fujitsu Company, Seattle, WA **2002 – 2003**

**Engagement Manager** - Large Scale Training Project reporting to Executive Vice President

**COMPUWARE CORPORATION**, Bellevue, WA **1999 – 2002**

**Senior Account Manager -** (Exceeded Annual Quota - 2.1 million)

**ORACLE CORPORATION**, Bellevue, WA **1994 – 1999**

**International Business Development Manager** - Oracle Alliances (1998 - 1999)

**Channel Manager NT Solution Sales** - Major Accounts/Verticals West Coast (1997 - 1998)

**NT Partner Account Manager** - Northwest/Rocky Mountain Territory (1996 - 1997)

* Exceeded Annual Quota Each Fiscal Year (4 Years Quota/President Clubs)
* 1997 - NT Solution Sales West Coast Region - Partnering Award
* 1996 -1997 Exceeded Annual Quota and Business Initiatives by 365%
* Annual Revenue Quota of 28.5 million
* 1995 - Gatecrasher Award – Northwest