

Eric Oberndorfer

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👤 PROFILE

Dynamic, results-driven sales leader with over a decade of proven expertise in business development, strategic partnerships, and team leadership across diverse industries.

Recognized for consistently surpassing sales targets, revitalizing underperforming accounts, and building lasting, high-value relationships.

Adept at developing and leading high-performing teams, creating innovative training programs, and implementing strategic initiatives that deliver measurable revenue growth.

Thrives in challenging environments, leveraging exceptional communication skills and adaptability to deliver outstanding customer satisfaction and organizational success.

📁 PROFESSIONAL EXPERIENCE

03/2024 – present
San Diego, CA

California Superbike School
Wrangler, Student Services

- **Orchestrated comprehensive student services** in a high-stakes, elite motorcycle coaching environment, ensuring highest department satisfaction rating ever achieved during tenure.
- **Managed critical daily logistics**, including student onboarding, gear distribution, safety checks, and inter-departmental coordination, resulting in seamless daily operations and consistently positive student feedback.
- **Implemented innovative technologies**, including 360-degree cameras and enhanced telemetry-equipped Video Bikes procedures, substantially enhancing coaching effectiveness and student experience.
- **Spearheaded pilot programs** with advanced rider-eye-tracking systems, establishing protocols for data-driven performance coaching.
- **Contributed strategically** to Military Training classes, improving rider safety and skills for service personnel.

Planet Technology

09/2021 – 12/2023
San Diego, CA

Director, Business Development, Team Lead

- **Led strategic business development initiatives** across 14 states, revitalizing key accounts, significantly improving client retention, and establishing top-performing partnerships.
- **Managed geographically dispersed teams** across the West Coast and Southwest, mentoring sales professionals, facilitating team-building activities, and enhancing team cohesion and productivity.
- **Partnered with CHRO to establish and manage** a new San Diego regional office, directly coordinating facility selection, design, operational oversight, and serving as primary leadership contact.
- **Selected to overhaul company-wide training programs**, authored entirely revamped training modules (“Written Communication” and “On The Meeting”), achieving consistent recognition as top trainer across multiple hiring classes.
- **Recognized frequently with internal awards and external accolades**, contributed to company visibility through authored blog posts, LinkedIn features, and corporate communications.

01/2021 – 09/2023 San Diego, CA	Business Development Manager <ul style="list-style-type: none"> • Exceeded initial 12-month sales goals within six months, resulting in rapid promotion to Director. • Built strategic MSP relationships, creating lasting revenue streams and driving significant, ongoing business growth. • Established internal cross-divisional sales collaboration initiative, leading to division-first Advanced Services sales and improved client penetration across business units. • Quickly earned trust from senior leadership as the first hire in new market expansion, consistently breaking sales records and outperforming expectations despite market challenges posed by the pandemic.
09/2019 – 01/2021 San Diego, CA	KForce Client Relations Manager <ul style="list-style-type: none"> • Conducted targeted business development selling technology staffing and consulting services to large and enterprise-level clients across the San Diego region. • Executed extensive outbound prospecting, including cold calls, door-to-door outreach, targeted email campaigns, networking events, and strategic follow-ups. • Managed full sales lifecycle—prospecting, negotiation, contract management, client onboarding, and long-term account relationship maintenance. • Successfully navigated the challenging business landscape during the COVID-19 pandemic, maintaining consistent client growth and retention.
07/2016 – 10/2018 San Diego, CA	Cox Business Account Executive <ul style="list-style-type: none"> • Led aggressive business development efforts selling telecom solutions to SMB and enterprise customers in the greater San Diego area. • Successfully transitioned from small-business account management to spearheading major network expansion projects, securing substantial revenue commitments required for initiating large-scale infrastructure construction. • Selected by Executive Leadership to create, host, and produce an internal podcast series interviewing senior and executive leadership on topics including leadership, innovation, career strategy, and personal growth, enhancing internal communication and employee engagement.
10/2012 – 03/2016 San Diego, CA	AT&T Retail Sales Consultant <ul style="list-style-type: none"> • Delivered exceptional consumer sales and customer service at a flagship Corporate AT&T retail location. • Chosen to participate in the elite “Store of the Future” initiative, piloting innovative sales technologies, processes, and best practices later adopted nationwide. • Consistently recognized as a top-performing sales representative, notably earning national recognition as the leading Samsung Tablet salesperson during a company-wide sales competition.
02/2008 – 10/2012 San Diego, CA	Various Sales Jobs Sales Representative <ul style="list-style-type: none"> • Held multiple entry-level sales and customer service roles across retail and outside sales, consistently exceeding performance targets and building foundational sales expertise despite Great Recession market challenges.

EDUCATION

2006 – 2009 Pomona, CA	California Polytechnic University - Pomona International Business Management <ul style="list-style-type: none"> • Studies paused due to economic impacts of the Great Recession. • Transitioned directly into full-time professional roles, rapidly developing practical expertise and foundational skills through hands-on experience in sales, relationship management, and business development.
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Sales & Business Development

- **Cold Outreach & Prospecting**
 - Cold Calling (B2B, door-to-door, outbound)
 - Cold Email Campaigns
 - LinkedIn Prospecting
 - Networking & Event-based Prospecting
- **Consultative Selling**
 - Complex Solution Selling
 - Enterprise Account Management
- **Sales Cycle Management**
 - Opportunity Identification & Qualification
 - Pipeline Management & Reporting (Salesforce, Bullhorn, CRM tools)
 - Contract Negotiation & Closing
 - Post-sale Client Relationship Maintenance

Networking & Relationship Building

- Experienced engaging affluent, executive-level clientele and diverse populations
- Leveraged personal networks to drive business success and professional development

Leadership & Team Management

- **Team Leadership & Management**
 - Remote/Distributed Team Management (multiple states/time zones)
 - Coaching & Mentorship
 - Performance Management
 - Hiring, Interviewing, and Onboarding Employees
- **Cross-functional Collaboration**
 - Coordinating between Sales, Delivery, Operations, and Leadership teams
 - Facilitating Internal Communication and Alignment
- **Employee Engagement & Culture Building**
 - Organizing team-building events, office social events, and outings
 - Managing Regional Office Operations and Facilities

Operations & Logistics Management

- **Operational Excellence & Process Improvement**
 - Procedure Documentation and Refinement
 - Implementation of New Technologies
 - Managing Complex Logistics in High-pressure Environments
- **Event and Project Coordination**
 - Coordinating and Executing Successful Training and Sales Events

Technology Utilization & Adoption

- **CRM & Sales Technology Tools**
- **Emerging Technology Implementation**

Strategic Relationship Management

- **MSP and Enterprise Partnerships**
 - Building and Maintaining High-Value MSP Partnerships
 - Revitalizing Strategic Accounts
 - Negotiating and Renegotiating Contracts
- **Internal Stakeholder Management**
 - Cross-divisional Internal Selling and Collaboration

Customer Experience & Client Service

- **High-end Customer Engagement**
 - Providing premium customer experiences for affluent clientele
 - Customer Conflict Resolution and Problem-solving
- **Customer Success & Retention**
 - Achieving record-setting customer satisfaction scores
 - Managing customer onboarding and ongoing relationship management

Training & Development**Curriculum Development & Delivery**

- Module Development: "Written Communication" & "Meeting Facilitation"
- National Sales Training Program Implementation
- Consistently recognized as a top trainer (peer and student-voted)

Communication & Public Speaking

- **Public Speaking & Podcast Hosting**
 - Hosting internal podcasts interviewing senior leadership
 - Presenting at networking events, trainings, and workshops
- **Executive Communication & Reporting**
 - Preparing and delivering strategic presentations
 - Written communications (internal blogs, LinkedIn articles, training materials)

Adaptability & Resilience

- Successfully navigated challenging business conditions (COVID-19 pandemic, layoffs, industry transitions)
- Demonstrated ability to quickly adapt to new environments and industries