

ROBERT SMITH

Area Vice President III

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Spent 30 years with several Fortune 500 companies, including; Procter & Gamble, Unilever and SC Johnson. An accomplished, innovative, professional capable of maximizing the performance of processes and people. A proven track record of significant contributions in operations, strategic planning, profit improvement, sales and marketing.

EXPERIENCE

Area Vice President III

ABC Corporation - 2006 - 2012

- Led a sales team of 8, growing sales of cleaning chemicals, tools, and equipment, within a 4-state area, responsible for \$18M in revenues.
- Oversaw distributor management and sales development activities, market analysis and opportunity identification, new product launches, promotions, CRM oversight, and talent development.
- Guided sales team in the generation of \$2.8M in incremental sales revenue, through 2 reorganizations and challenging economic conditions.
- Reconciled pre-existing relationship issues with channel partners within the area, regaining their support and participation.
- Earned vendor of the year honors from 3 top strategic channel partners.
- Increased sales of innovation products by 43.4% (\$275K) by directing teams focus and engagement in execution of the 2010 Innovation Sales initiative.
- Led the company in adoption of Oracles CRM OnDemand, generating incremental sales growth of target customers by 11% (\$775K) in 2011.

Area Vice President

Delta Corporation - 2005 - 2010

- Provided direct leadership and coaching to multi-site organization responsible for the safe, effective and efficient delivery of a wide variation of .
- Direct accountability for customer satisfaction and the management of cross-functional and sales relationships within the Hill-Rom organization.
- Responsible for the achievement of all Area performance to key and operational measures in the areas of revenue generation, cost containment, .
- Covered ten states with Direct Reports (average 10-12) and their staff (average area employee total 200 FTE).
- Positions Held in current order Area Vice President, Account

Executive, Florida Regional Professional Standards & Training
Coordinator - Auditor, .

- Account Manager.
- Major deal closer for a national leader of global connectivity service to carriers, Internet service providers and alternate channels.

EDUCATION

- Business Administration/Marketing - 1983(Alabama A&M University
- Huntsville, AL)

SKILLS

Business Development, Relationship Management, Consultative Sales, Underwriting,
Team Building.