

ROBERT SMITH

New Business Development Manager II

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Versatile marketing strategist and new product development pro who combines original, big picture thinking with strong analysis and execution, leading to breakthrough results.

1999 - 2002

NEW BUSINESS DEVELOPMENT MANAGER II - ABC CORPORATION

- Reactivated accounts deemed inactive.
- Developed and delivered sales proposals.
- Handled the hiring, training and development of the sales team.
- Adopted strategies and promotions to increase sales.
- Set and conduct appointments with businesses to introduce brand and products.
- Forecasted and tracked sales progress to anticipate and address revenue challenges.
- Implemented the expansion of the national service organization into new marketing areas 100% hunter activity Built data base from zero accounts .

2011 - 2014

NEW BUSINESS DEVELOPMENT MANAGER - DELTA CORPORATION

- Directed strategy to increase sales and brand awareness to establish partnership with national distributors.
- Secured 2 new national contracts as a direct result of sales efforts, Sodexo and Compass, increasing food service sales by \$2 million.
- Met with prospective owners to review listing presentation, photograph property and prepare for marketing.
- Signed 30+ new properties monthly in the north Atlanta market area.
- Coordinated collection/submission of new product concepts to new business development team Planned and directed marketing research for concept .
- Managed new products for initial market and product testing, establishing introductory sales and marketing plans, and coordinating product transition .
- Met and exceeded corporate sales goals; set new vision for ISO 9001.

EDUCATION

MBA in Marketing - (Columbia University Graduate School of Business)

SKILLS

Interview Moderation, Business Development, Strategic Thinking, Quantitative Analysis, Writing, SPSS.