

Robert Smith

Senior Director Of Business Development I

CONTACT DETAILS

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PERSONAL STATEMENT

Profit-driven, a customer-focused, mature business executive with a successful background in the areas of Target Marketing Public Relations Creative Thinking Strategic Sales Technical Writing Event Organizing Flexible, yet decisive in providing leadership and direction in competitive and volatile industries. Accomplished, broad-based businessman with a creative yet profit-driven spirit.

WORK EXPERIENCE

Senior Director Of Business Development II **ABC Corporation - February 2010 - Present**

Responsibilities:

- Succeeded in building a brand image for the company by using diverse approaches to the target market in providing restoration services (fire, water, and mold losses) to property and casualty insurance companies in central Iowa.
- Authored higher reaching marketing plan for the company in 2015-16 which focused on executive-level insurance company personnel.
- Secured \$400,000 in personal sales in the first work anniversary year, a figure that comprised 35% of total company revenue for 2014-15.
- Representing the company at outside association gatherings gaining a foothold in the local community.
- Public speaker and teacher of continuing education classes for large insurance agent audiences in the marketing effort to provide licensing credits in exchange for a stage and exposure.
- Developing relationships with every insurance agency and large loss adjuster in central Iowa through regular marketing visits, after-hours social events, and lunches.
- Scheduling, planning and providing administrative support in meetings, conferences, and events.

Director Of Business Development **ABC Corporation - May 2009 - January 2010**

Responsibilities:

- High level, sales-oriented, national account sales position with \$600 million international third party logistics company calling on strategic, large volume customers in the areas of contract packaging, fulfillment, warehousing and distribution services in the manufacturing and distribution business segments.
- Achieved 2009 sales goal and was on pace to achieve the 2010 projected sales target of \$ 600,000.
- Established key account contacts and succeeded in receiving RFQ from fortune 1000 national accounts such as land o lakes, McCormick spices, Ecolab, Heinz, and ConAgra.
- Worked closely with operations management personnel and internal solutions design teams to remedy supply chain problems for strategic high profile accounts.

SKILLS

Marketing, Advertising,
Talent Acquisition, Sales,
Sales Management,
Salesforce,
Management, Contract
Negotiation, Financial
Analysis, Start-Ups,
Project Management,
and Client Relationship
Management.

LANGUAGES

English (Native)
French (Professional)
Spanish (Professional)

INTERESTS

Climbing
Snowboarding
Cooking
Reading

REFERENCES

Reference - 1 (Company
Name)
Reference - 2 (Company
Name)

- Established pipeline roster of 20 strategic fortune 1000 customers/prospects in both the packaging and warehouse areas securing dialogue with decision-makers and high-level executives.
- Succeeded in building a brand image for the company by using diverse approaches to the target market in providing restoration services (fire, water, and mold losses) to property and casualty insurance companies in central Iowa.
- Defined new segment growth for food and chemical to achieve growth targets and profitability.

Education

B.A. in Journalism/Marketing - (University Of Kansas - William Allen White School Of Journalism - Lawrence, KS) General Studies - 1993 (Collin County - Plano, TX) Associate Of Science in Respiratory Therapy - (PIMA Medical Institute - Denver, CO)