

# Senior Director Of Business Development IV

## ROBERT SMITH

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### Objective

Driven marketing and sales management professional with an outstanding track record of managing in safety sales, financial performance, staff supervision, and daily business operations. Highly accomplished at analyzing small to mid-sized employers' status on employment law and management best practices.

### Skills

Microsoft Office, Strategic Sales & Market Planning, Account Management, Customer Training & Support, Market Research & Analysis, Maximize Employee Performance, HR/Safety Outsourcing, Division Start-up Expertise, Client Relations & Retention, Team Development, Executive Level Strategy Analysis, Event Planning, Graphic Design, MS Access, Adobe Photoshop, Adobe InDesign, MS Outlook, Camtasia, Business Map 4.0, Mini Tab Statistical Software, MS Publisher, and Salesforce.com.

### Work Experience

#### Senior Director Of Business Development IV

**ABC Corporation** - September 2009 – Present

- Delivering HR and management consulting to small and mid-sized US-based employers.
- Conducting thorough business assessments for employers and presents hr outsourcing as a potential solution.
- Assessing the current strategy and implemented three core initiatives, each with positive results, to jump-start a beleaguered business development effort.
- Regularly network with organizations with complementary synergies to foster regular lead generation.
- Consistently achieved double-digit, year over year, growth through networking in associations and business relationships, educational seminars, cold-calling, speaking engagements, and trade shows.
- Cultivating several target markets to diversify client industries and minimize market dependent risk.
- An integral member of the executive team and bring decision-making skills to the group.

#### Regional Safety Sales Manager

**ABC Corporation** - October 2000 – August 2009

- Direct all aspects of the daily operation of outside PPE sales team and safety customer service department.
- Forecast sales accurately on a regular basis; p&ml responsibility (\$18mm; \$2. 5mm EBITDA).
- Develop, train, motivate, plan and implement strategies to achieve forecast targets (6 consecutive years).
- Event planning of annual sales meeting and awards ceremony for 200+ attendees.
- Negotiate with manufacturing vendors on rebates, field support, and inventory levels, yielding substantial annual rebates.
- Key accomplishments successfully achieved double-digit growth in 3 consecutive fiscal years in each of the companys 41 locations; grew 29. 8% cagr in 8 years.

- Effectively motivated more than 50 sales personnel, and directly managed 10+ specialists (outside sales) and developed processes and procedures for two call centers to align customer focus/strategy.

## Education

Masters in Business Administration - (St. Mary's College Of California) Bachelor Of Science in Industrial Technology - (School Of Economics And Business Administration - Moraga, CA) Diploma- (California Polytechnic State University, Orfalea College Of Business - San Luis Obispo, CA)