

# Robert Smith

## VP of Business Development

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### SUMMARY

Environments have been invaluable in honing product intuition skills, innate negotiation sensibilities, and navigating the nuances inherent in complex corporate hierarchies.

### SKILLS

Management, Communication Skills.

### WORK EXPERIENCE

#### VP of Business Development

ABC Corporation - April 2008 – March 2010

- Hired, developed, motivated, and retained commissioned sales force to achieve goals set specific to the project assigned.
- Established performance goals, coached, developed, and reviewed performance to achieve project goals.
- Managed an administrative team to sell, create and distribute separate publications, as well as online advertising and video sponsorships.
- Continued Monitored customer participation ensuring that all goals were met and customer satisfaction remains high.
- Negotiated vendor contracts to reduce costs.
- Sought new approaches to organizational and national opportunities.
- Facilitated the implementation and acceptance of change within the workplace.

#### VP Of Business Development

ABC Corporation - 2004 – 2008

- Responsible for the development and management of enterprise accounts in the Mid-Atlantic territory for LSR.
- Focused on selling global consumer/B2B insights to research companies, agencies and corporations.
- Provided executive leadership to estimating & operations team in order to exceed strategic business objectives.
- Accounts include Accenture, P&G, ESPN, Ogilvy, Young & Rubicam, Grey Healthcare, Novo Nordisk, Astra Zeneca, Morgan Stanley, Visa, American Express.
- ACCOMPLISHMENTS Developed 78 new clients; established 4 of the top 10 accounts 107% ( 2008); 110% (2009); 135% ( 2010); 150% ( 2011); 123% ( 2012) Y&R -tripled sales, 157% of account margin plan Accenture- took account from a negative margin to 152% of margin plan.
- Established Visa as a new account via a strategic syndicated product sale Wolters Kluwer Health, Yardley, PA (formerly NDC Health, now Symphony Health).
- This is Dummy Description data, Replace with job description relevant to your current role.

### EDUCATION

Master of Arts in Arts Organizational Management - (University of Phoenix)