

DIRECTOR, BUSINESS DEVELOPMENT

Executive Profile

Passionate sales executive and recognized, respected leader. Forward and creative thinker producing bottom line results. Cultivates, nurtures and maintains long-term customer relationships to boost sales and grow brand visibility. Consistently exceeds revenue goals, opens new accounts and generates new business opportunities. Extensive experience in account and customer management. Proven track record of success.

Skill Highlights

- National account management
- Business development
- Powerful negotiator
- Revenue production
- Sales forecasting and analytics
- Relationship cultivation
- New opportunity prospecting
- Strategic planning
- Category management
- Enthusiastic, professional demeanor
- Market analysis
- Project Management

Core Accomplishments

- Launched CPG division of a 23 year old sales and marketing firm 90 days after employment began
- Top sales person nationally two months into plan at NCR
- Grew territory by 53% in the first year at NCR; Top 8% of sales representatives nationwide
- Increased revenue with Walmart by an additional \$3.3M during first quarter at Azteca Milling
- Grew the business with Sam's Club at Glazer's by 15.98% in first year
- Increased item distribution by nearly 100% in one high-profile Sam's Club while at Glazer's

Professional Experience

Director, Business Development

October 2014 to Current Company Name - City , State

- Solely built and launched the CPG division of 2020 Companies within 90 days of hire
- Created strategic alliance with similar company that expanded our reach into Canada
- Closed business with 3 new CPG clients within first 6 months of employment
- Oversees projects from conception to completion to ensure flawless execution for clients
- Consistently arranges client meetings locally and domestically to attain new or additional business
- Designed and implemented supporting sales reporting systems; designed customized templates in Salesforce.com to support field initiatives
- Developed cross-functional relationships with IT, Operations, Finance, Recruiting and Training to seamlessly integrate new division into existing culture
- Builds, executes and manages team of 20 account executives for technology client

Strategic Account Sales and Consulting

December 2012 to August 2014 Company Name - City , State

- Consistently exceeded monthly sales quotas by more than 100%
- Negotiated prices, terms of sale and service agreements for all programs, applications, and reporting services
- Oversaw sales forecasting, goal setting and performance reporting for all accounts
- Independently approached new opportunities in retail, selling outside of our targeted customer base
- Bundled numerous solutions when working with a customer's specific needs

National Sales Manager

May 2012 to December 2012 Company Name - City , State

- Oversaw National Accounts, distributors and broker partners to increase sales and distribution
- Responsible for sales within mass, food, drug, club and new business development
- Performed key account reviews, develop strategic market direction and identified competition
- Created development and expansion plans to ensure market share growth
- Delivered detailed presentations to key accounts and broker objectives for upcoming year
- Forecasted sales projections, allowances, promotional activities and prepared category reviews

Category Sales Manager

March 2011 to April 2012 Company Name - City , State

- Grew Walmart's business by an additional \$3.3M million in revenue during first quarter
- Co-managed Walmart and Sam's Club account sales
- Interacted directly with buyers at Kroger, Supervalu, Safeway, Publix, Kehe, Jetco
- Customized sales reports and presentations utilizing SAP, Retail Link, and other software
- Created a private label product from development to rollout for large Big Box retailer

Strategic National Accounts

October 2007 to March 2011 Company Name - City , State

- Generated \$26.8M in sales; grew the business with Sam's Club at Glazer's by 15.98% in first year
- Increased item distribution by nearly 100% in one high-profile Sam's Club
- Sold in excess of 3,600 items across many Glazer's categories for Sam's Club
- Managed vendors and inventory for 68 Sam's Clubs across 5 states
- Sold and implemented specialty buys to help drive incremental sales
- Forecasted sales needs to obtain domestic and international goods

National Sales Analyst

March 2005 to August 2007 Company Name - City , State

- Vendor co-managed inventories in 9 warehouses across the US
- Worked directly with Walmart buyers; Made recommendations based on analysis from Retail Link
- Researched and analyzed lack of distribution, exceptions and anomalies as well as trends

National Sales and Marketing Analyst

October 1998 to March 2005 Company Name - City , State

- Detailed responsibilities and achievements upon request

Education

High School Diploma : Honors, Advanced Diploma South Grand Prairie HS - City , State

Technical Skills

Microsoft Suite (Excel, Word, Power Point)

Salesforce

SAP

Retail Link