

FOUNDER, BUSINESS DEVELOPMENT DIRECTOR

Skills

- Salesforce
- PowerPoint
- Cloud Document
- Word
- Publisher Management
- Excel
- Google Drive
- Access
- Outlook

Experience

FOUNDER, BUSINESS DEVELOPMENT DIRECTOR 01/2010 to Current Company Name City , State

- Independent sales agent providing clients, principals, and prospects marketing support, business insight, and sales strategy to supplement the specialty and unique-to-market product line I represent.
- Key BJS Sales Generated Highlights: GEM SOLUTION - CLOUD-BASED SUITE OF SUPPORT TOOLS FOR PRIVATE CLUB GOLF AND RETAIL OPERATIONS.
- Increased GEMS account list from 10 to 63 clients, 530% increase, including many Platinum Clubs of America through cold-calling, email marketing, networking, needs analysis, face-to-face and virtual presentations, social media, and client referrals.
- Enabled GEMS to acquire the Golf Business Network in 2014 by accelerating revenue growth and industry awareness.
- GOLF BUSINESS NETWORK - MEMBERSHIP ORGANIZATION OF PRIVATE CLUB PGA PROFESSIONALS.
- Advised new ownership team in establishing the organizational roadmap, brand identity, and benefits strategy for GBN membership retention and growth.
- Designed the GBN PartnerPlus vendor marketing program for companies to engage the industry's leading club professionals.
- One-of-a-kind marketing portfolio includes hyper-targeted ROI measurable communication, webinars, on-site events, networking, exclusive GBN web content, custom surveying, and consulting.
- Spearheaded the PartnerPlus business development plan and sales execution.
- Project required researching market potential, compiling GBN membership data and industry statistics, cold-calling, pipeline management, personalized and content marketing, defining pricing and negotiation strategies.
- Generated \$76K in incremental revenue within 12 months of initial launch.
- L.E.N.
- LUXURY LIFESTYLE APPAREL AND ACCESSORIES FOR THE PRIVATE CLUB RETAIL CHANNEL.
- Procured 22 new L.E.N.
- golf shop retail partners totaling \$150K+ in sales.
- Created sales promotions and marketing materials for L.E.N.
- and retailers, managed store inventory and merchandising displays, club event participation, and created training program for frontline staff.
- TALGRACE MARKETING - DIGITAL MARKETING AGENCY.
- Introduced mobile technology and its practical applications to private club stakeholders as an emerging communication platform to increase member engagement and revenues.
- Prosecuted to close new clients Butterfield Country Club, Glen Oak Country Club, Ruth Lake Country Club, Valley Lo Club, Elgin Country Club, Oak Park Country Club, and Montini Catholic High School.
- THE PERFECT PUTTING AID / TRAINING SYSTEM FOR TEACHING PROFESSIONALS AND GOLFERS.
- Facilitated the contact and relationship development for The Perfect Putting Aid's placement on Golfsmith.com and the PGA Tour practice greens in 2011.

- Signed 60 golf teaching professionals and golf retail sales affiliates.

MIDWEST ACCOUNT EXECUTIVE 01/2008 to 01/2009 Company Name City , State

- Cultivated relationships with key digital ad agencies to capture new clients including Mercedes-Benz, Turtle Wax, Allstate, and Castrol Oil.
- Directed BP Amoco's Is Your Car Worth It.
- online promotional contest - \$500K campaign, largest in CarDomain history.

MIDWEST ACCOUNT EXECUTIVE 01/2006 to 01/2008 Company Name City , State

- Achieved 119% of 2007 sales budget and produced \$900K+ in billings.
- Secured new advertisers including ConAgra Foods, Bally Total Fitness, Dell, Hanes, Fisher-Price, and LaSalle Bank.
- Re-negotiated new deals with former major clients including Discover, Walgreens, DeVry, and NBC.

SPONSORSHIP SALES ACCOUNT EXECUTIVE 01/2005 to 01/2006 Company Name City , State

SPORTS MARKETING ACCOUNT MANAGER 01/2004 to 01/2005 Company Name City , State

AUTOMOTIVE ACCOUNT EXECUTIVE 01/2001 to 01/2004 Company Name City , State

Education and Training

BACHELOR OF ARTS : Public Relations 1992 SAINT MARY'S UNIVERSITY City , State Public Relations

Activities and Honors

Business development, sales, and account management professional with 15+ years blended expertise working with a range of clients from SMB to national brands. Adept at cultivating innovative business concepts, value creation, and developing relationships that drive revenues, secure deals, and exceed business goals. Effective communicator accustomed to collaborating with senior leadership teams and presenting to key stakeholders. Expertise · Business to Business Sales · New Product Introduction · Negotiation (B2B) · Marketing Promotions · Sponsorship Sales · Business Development · Ideation · Consultative Sales · Account Management · Business Writing · Lead Generation · Brand Development · Client Relations

Skills

ad, AGENCY, benefits, billings, brand identity, budget, business development, cold-calling, com, consulting, content, client, clients, Dell, email, GEMS, inventory, marketing, market, marketing materials, merchandising, Access, Excel, Outlook, PowerPoint, Publisher, Word, needs analysis, negotiation, NETWORK, networking, Oil, organizational, Platinum, presentations, pricing, researching, RETAIL, retail sales, Sales, statistics, strategy, TEACHING, unique, web content