

DIRECTOR OF BUSINESS DEVELOPMENT

Summary

Dedicated and driven sales and marketing strategist with 8+ years' experience in cloud software industry. Proven ability to research, develop, and implement technical sales and marketing plans. Expert in the technical content development of sales collateral that effectively reinforces the solution benefits. Skilled writer, trainer and presenter. Fast learner, works well under pressure, committed to team success.

Highlights

- DIRECTOR OF BUSINESS DEVELOPMENT, PRIVACY DATA SYSTEMS, LLC
- Dedicated and driven sales and marketing strategist with 8+ years' experience in cloud software industry. Proven ability to research, develop, and implement technical sales and marketing plans. Expert in the technical content development of sales collateral that effectively reinforces the solution benefits. Skilled writer, trainer and presenter. Fast learner, works well under pressure, committed to team success.
- skills & core competencies
 - Presales and Implementation Support
 - Development of Marketing Strategies
 - Competitive Analysis, Market Research
 - Development of Training Materials
 - Product Positioning & Branding
 - Product Demonstrations
 - Development of Sales Collateral
 - Public & Media Relations
 - Web & Print Content Development
 - Client Support (Post sales)
 - Ability to listen, understand, and relay business needs to technical and development teams
 - Adobe Creative Suite: Photoshop, Illustrator, InDesign, Adobe Acrobat
 - CRM: Proficiency in administration of Salesforce and Microsoft Dynamics CRM applications including but not limited to customization, reports and dashboards, and data import/export
 - Planning/Organization
 - Exemplary planning and organizational skills, with high degree of detail orientation
 - Innovative problem-solver who can generate solutions using creativity and past experience
 - Resourceful and efficient project manager
 - Skilled at wearing many hats and thinking outside of the box

Experience

Company Name Director of Business Development 07/2007 to 09/2015

- Previous - Director Sales & Marketing Privacy Data Systems, LLC is a software development company that provides SenditCertified , a patented cloud-based secure communications platform.
- SenditCertified provides encrypted messaging and large file transfer, eSignatures, cloud-based encrypted storage, and biometric authentication - and is delivered via web, desktop and mobile apps, MS Outlook integration, and customized API/web services.
- Contribute to the development and refinement of the company's vision and strategy Support the overall process of company management and growth of new business channels Liaise with other department heads on the implementation of the company's strategic and operational plans Develop, review, and report on the business development's strategy, ensuring the strategic objectives are well understood and executed by the team Ensure efficient and effective marketing and advertising planning Perform market analyses, research competitive landscape Develop and manage strategic sales opportunities Management of VAR/MSP sales channels Management of inside and outside sales resources Design and administer the company's CRM system (Salesforce) including reporting, dashboards, custom applications and data management.

Director of Franchise Sales 01/2003 to 12/2007

- Corporate Atlantic Region, Help-U-Sell Real Estate Assisted Regional Director in management of large 9-state region Oversaw and executed marketing to potential franchisee candidates Managed consultative sales process from initial inquiry to close Utilized technology to increase efficiency during sales process.

Company Name 09/1996 to 05/1999

- Analyzed product need on both company-wide and individual-store basis Allocated merchandise units based on intricate sales criteria Inspected incoming merchandise for quality control Worked in collaboration with the purchasing team professional skills Communications Exceptional listener and communicator Effectively conveys information both verbally and in writing Highly analytical thinking with talent for streamlining complex work processes Talent for locating and analyzing online information and market data.

Education

Bachelor of Science May 1996 Texas A&M University

Interests

2007-Present Youth Rec. Cheerleading Coach - Allen Sports Association 2010-Present League Director - Allen Sports Association Board

Additional Information

- community involvement 2007-Present Youth Rec. Cheerleading Coach - Allen Sports Association 2010-Present League Director - Allen Sports Association Board

Skills

Adobe Creative Suite, Adobe Acrobat, Photoshop, advertising, API, benefits, Branding, business development, competitive, Competitive Analysis, Content Development, creativity, CRM, Client Support, data management, Illustrator, InDesign, DIRECTOR, marketing plans, Market Research, Marketing Strategies, marketing strategist, marketing, market, Media Relations, messaging, Microsoft Dynamics, MS Outlook, works, communicator, organizational skills, outside sales, Positioning, presenter, problem-solver, processes, purchasing, quality control, Fast learner, Real Estate, reporting, research, Sales, software development, strategy, strategic, technical sales, trainer, Training Materials, vision, writer