

# ADAM GUTONSKI

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**Objective/Summary:** Seeking a career in the medical technologies industry. Demonstrated sales abilities and managing professional relationships through customer outreach and organizational/database management skills.

## AREAS OF EXPERTISE

### Customer Outreach/Database Management

- Managed a database of +10,000 global clients as an Enrollment Advisor for IPS Learning and the Stanford Advanced Project Management (SAPM) certificate program, offered through the Stanford University Center for Professional Development
- Matched clients with professional development courses based on their work title, professional trajectory, and available budget
- Extensive use of CRM software: Salesforce and DestinyOne
- Developed email templates for customers that were distributed and used by entire office for sales and service outreach

### B2C and B2B Sales

- Contacted individual customers through cold calling and proven leads to enroll SAPM certification coursework. Coursework formatted for online delivery and on-campus delivery at Stanford University
- Executed an average of 63 sales calls per day. “Director of Calls” award in January 2015, September 2015, and March 2016 for Enrollment Advisor with most calls per day
- Executed sales to grouped customers from organizations such as Oracle, Apple, and Google for multiple online and on-campus courses
- \$1.2 million billed total course revenue for online and on-campus courses in 2015 exceeding target of \$900k
- \$1.5 million billed total course revenue so far in 2016 exceeding target of \$1.1mil. “Director of Sales” award for May 2016 for Enrollment Advisor with most total billed revenue

### Event Management

- Liaison for the on-campus courses delivered at Stanford University in September and March of each year. Ensured customer satisfaction during week long course sessions. 250+ customers during each weekly session.
- Liaison for the Strategic Execution Conference 2015 hosted in San Jose California. Ensured attendee satisfaction and maintained reserved hotel space for 3 day conference. 500+ attendees from the project management sector and Silicon Valley

## PROFESSIONAL WORK EXPERIENCE

- *2013-Present* – IPS Learning (part of TwentyEighty Strategy Execution)
- *2016-Present* – Barley Bar & Grill (bartender/server)
- *2009-2013* – Tarentum Borough Street Department
- *2013* – Allegheny College Teacher’s Assistant
- *2012* – Allegheny College Phone-a-Thon
- *2009-2010* – Crawford County School District High School Mentor

## EDUCATION

Allegheny College  
Meadville, PA

- Bachelor of Arts: English
- Minor: Geology

### Stanford University Advanced Project Management Program

- Earned credential as a Stanford Certified Project Manager (SCPM)
- Completed courses:
  - Converting Strategy Into Action
  - Executing Complex Programs
  - Leadership for Strategic Execution
  - Managing Without Authority
  - Leading Change from the Middle
  - Project Innovation through Design Thinking

## ADDITIONAL SKILLS AND INTERESTS

- Microsoft Office suite
- CRM platforms (Salesforce, DestinyOne)
- Editing and written communication
- Web and tech savvy, require little training
- Jazz guitar, music theory, yoga/weight training, reading for pleasure