

ADAM GROSSMAN

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14629 Jockey's Ridge Drive, Charlotte NC 28277

EXECUTIVE SUMMARY

STRATEGIC ACCOUNT/RELATIONSHIP MANAGER with extensive professional experience in **business development, account and client management, trusted business advisor** and expert in **process improvements**. Results-oriented professional adept at pursuing and **securing new business leads in new and existing markets**, driving profitability and leading our Team with **60% close rate**. Resolute producer skilled in **developing action plans and strategies to enhance customer success**. High **extrovert** that allows me to build relationships quickly and leverage into new sales.

AREAS OF EXPERTISE

- | | | |
|----------------------|-----------------------------|--------------------------------|
| ✓ Sales Producer | ✓ Expert in Lead Generation | ✓ Exceptional Listening Skills |
| ✓ Client Engagement | ✓ Strategic Seller | ✓ Strategy Implementor |
| ✓ Account Management | ✓ Negotiation Sales | |
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SELECT ACCOMPLISHMENTS

- Grew **GOOGLE** to our largest account from \$120k in 2011 to **\$1.450M in 2016** in annual revenue
 - Consistent Top Producer that outperforms other based on **grit, persistence and effort**
 - Maintained a **60% close rate** as the **Top Producer**
 - Grew **GOOGLE** by an Annual Average of **68.3% Revenue Growth** 2011-2016
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PROFESSIONAL EXPERIENCE & ACHIEVEMENTS

PHASE 3 MARKETING AND COMMUNICATIONS, LLC. - Charlotte, NC 2018-2019

Account Director

- Responsible for generating, presenting, and closing 100% of sales leads
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SIMPLY CREATIVE, LLC. - Charlotte, NC

2016 - 2019

Founder / Strategic Account Manager

- Responsible for creating and generating 100% of my sales leads
- Work with designer to ensure **flawless delivery** to our clients
- Excellent Face to Face **sales producer** due to a highly **extroverted** personality and **effective listening** skills
- Managed the entire business to include front and back office deliverables
- Rebranded client's sales presentation that was used for their National Sales Meeting
- Created a new product services video for a small organization that has generated more engagement which has led to an increase in demos and should lead to growth in revenue.

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MODICUM – NEW YORK, NY

2008 - 2016

Strategic Account Manager

- Personal production; maintaining a **60% “close” rate**. Established sales from “zero” to its present level, in the seven-figure range, since joining the company
 - Targeted over 20 Vertical Departments inside of **Google** and established a strategic call Plan to develop relationships with key stakeholders
 - Treated each of these silos as new/individual accounts and built a separate plan for each one of these Departments
 - Increased average sale from **\$1,500 to \$6,000** in my tenure
 - **Top producer** at the firm over the last 5 years with exceeding sales quotas since joining the company by executing on the plan not only meeting but **exceeding** on the Client's expectations
 - **Increased sales 58%** from 2015 to 2016 in the first 6 months due to executing on the strategic plan that was based off the need's assessment
 - **Grew largest account by 65%** in 2016 by establishing the firm as their agency of choice for their key speaking events which doubled company revenue
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MORE EXPERIENCE

- ✓ Increased sales YOY in my given territories
 - ✓ Helped build a start up manufacturing Company by introducing and selling its Flagship product
 - ✓ Promoted within first 6 months due to exceeding targeted goals which led to another promotion within the first year following exceptional performance
 - ✓ Developed skilled customer service techniques
 - ✓ Gained valuable **Enterprise Level Sales** experience early in my career
 - Kroger
 - Winn-Dixie
 - Rite-Aid
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EDUCATION

INDIANA UNIVERSITY, Bloomington, IN

BACHELOR of SCIENCE, *Public Management*