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**Julie A. Renalds Marketing Corporation:**  
**New Business Development**

**www.juliearenaldsmarketing.com**

**Consulting  
Projects:**

Since 12/10, I have worked with 17 technology companies from Spain, Russia, Australia, South Africa and the US to build their sales pipeline by introducing their products or services to C-level decision-makers in the US and abroad.

In addition to traditional appointment setting, other deliverables included:

**Market Insights** Clients receive a birds-eye view in real-time of what the US marketplace is saying about their product or service. Based on this information, they are able to make timely adjustments to how they are presenting their product or service to a very crowded marketplace.

**Creating a blueprint** to help them efficiently build business development and inside sales teams. This has often included mentoring/coaching on an ongoing basis to validate their approach to the market.

**Marketing messaging refinement** collaborating with my clients' to insure that their website and marketing collateral is as powerful and hard-hitting as possible in delivering a clear, concise and crisp message to their potential customers.

**Employment:**

**Sword-CTSpace, San Francisco**  
**Sales Development Manager**

Jan 2009-Dec 2010

- Responsible for generation of new business within identified, targeted Fortune 500 accounts for subsidiary of Sword Group, headquartered in Paris. Their document management/collaboration software is used for complex engineering projects within highly-regulated industries.
- Adapted all email and voice messaging for the North American market, for Sword CTSpace's three business units that are being aggressively introduced outside of their European stronghold.
- Increased sales pipeline by 350% in less than two quarters without the support of consistent marketing campaigns or advertising, except for quarterly trade shows.

**CLICKATELL, INC. Redwood Shores**  
**Strategic Market Development**

November 2007-December 2008

- Took the leadership role of setting executive meetings with strategic accounts in targeted verticals (financial services, transportation, retail and healthcare) for global mobile messaging start-up. Met and surpassed management objectives in all quarters with Clickatell.
- RFP's received from Bank of America, American Express, Western Union and other companies, as a result of my prospecting efforts. No prior relationship existed with Clickatell before I penetrated these Greenfield accounts.
- Created and collaborated with marketing on all email and voice messaging, not only for field and inside sales roles, but also for a contracted outside consultant prospecting to C-level contacts in financial services.

**MEDIA PUBLISHER, INC. Emeryville**  
**Inside Sales Manager**

March 2006-October 2007

- Met and exceeded quarterly goals and MBO's 4 out of 5 quarters by generating qualified appointments with C-level prospects at Exxon, Lehman Bros., Electronic Arts, Eli Lilly, Wells Fargo, Boeing, the FBI and many other organizations for start-up enterprise video communications software company.
- Increased sales pipeline by 450% in the first three quarters with Media Publisher.
- Created all email and voice messaging for use by Account Managers in the US, as well as for both Inside Sales and the Account Manager who I helped to train in the UK.

**TABLUS, INC. San Mateo**  
**Sales Development Manager**

January 2004-March 2006

- Met and exceeded quarterly goals and MBO's all quarters by generating qualified appointments with companies such as Microsoft, Wal-Mart, Cisco, American Express, GAP and other Fortune 1000 organizations for start-up outbound content security software company.
- Increased sales pipeline from 600K to \$3.7 million.
- Created a Lead Development program for use by 3 Account Managers. Hired and trained Sales Development Specialist who met quarterly objectives with the use of my program.

**iMANAGE, INC./INTERWOVEN, Sunnyvale**  
**Sales Development Specialist**

August 2003-December 2003

- Achieved 125% of quarterly quota in generating appointments with 27 target accounts for collaborative content management software provider. Targeted companies included Ingram Micro, Safeway, Merrill Lynch, DuPont, McDonald's, ChevronTexaco and PacifiCare Health Systems, Inc.
- Managed Outbound lead generation, including scripting, for 2 inside sales representatives and account managers (prior to acquisition by Interwoven).

**Professional Affiliation:** Telebusiness Alliance, 2006 to present

**Education:** University of California Berkeley, B.A. English