

Summary

A leader with a passion for developing and growing high performing teams. Drives for results through hands-on coaching and team development. Motivates and inspires through a shared vision and team culture focused on exceeding goals.

Core Competencies

- Team building and leadership
- Strategic planning and development
- Project management
- Training and development
- Results-driven coach and mentor
- Continual process improvement
- Policy development
- Motivational Leader

Experience

Avvo, Seattle, WA

March 2012 - Present

Director of Sales, Acquisitions & Client Relations

August 2018 - Present

Key Accomplishments

- Increased average new accounts per Account Executive (AE) by 33%
- Increased average revenue per Account Executive (AE) by 23%
- Decreased annualized churn by 17.3%
- Launched a successful Sales Development Representative program

Role Summary

- Oversee all new and returning customer revenue conversion and retention
- Manage 12 Sales Managers, 60 Account Executives, 56 Account Managers & 18 Sales Development Reps
- Development and execution of sales acquisition and retention strategies
- Design and implement incentive compensation strategy
- A key member of the senior leadership team
- Build, develop, and manage sales team capable of carrying out needed sales initiatives
- Facilitate ongoing training and development of all Sales Managers

Sales Development Manager

July 2017 – July 2018

Key Accomplishments

- Avvo Star Award August 2017 – Top 1% of the company
- Increased average Account Executive (AE) graduation rates by 60%
- Average 109% to Management by Objective (MBO) target

Role Summary

- Coach, develop and managed AEs through a two-month onboarding process
- Develop curriculum for AEs across onboarding, sales training, solutions, industry education and role acumen
- Facilitate ongoing training and development of all Account Executives (AE)
- Design and develop interview process through the implementation of core competencies

Sales Manager**February 2017 – June 2017****Key Accomplishments**

Sales Manager of the Quarter – Q2 2017
Top Regional Sales Manager in revenue for February – June 2017
Averages 105% to sales target

Role Summary

- Coached and developed a successful team of AEs
- Negotiated and closed advertising opportunities through sales strategy and execution plans
- Identified areas for improved efficiency and productivity with sales enablement team

Manager, Attorney Advocacy**February 2016 – January 2017****Key Accomplishments**

Increased new claimed attorney conversion by 126%
Increased new claimed attorney engagement by 97%

Role Summary

- Developed department processes, commission plans, and department policies
- Developed and trained Attorney Advocates to prioritize, manage and execute their objectives
- Designed and implemented monthly commission plans

Regional Sales Manager**March 2015 – January 2016****Key Accomplishments**

Top RSM revenue January 2016 & October 2015
Averaged 101% to sales target

Role Summary

- Coached and developed a successful team of AEs
- Assisted and train all AEs on Salesforce prospecting and reporting
- Identified areas for improved productivity through one on one sales coaching

Other Roles at Avvo**March 2012 – February 2015**

Senior Account Executive April 2014 – February 2015
Ignite Product Specialist October 2013 – March 2014
Account Executive July 2012 – September 2013
Engagement Manager March 2012 – June 2012

SubaruParts.com – Tacoma Subaru, Seattle, WA**May 2008 – February 2012****Internet Parts Specialist****Key Accomplishments**

Grew book of business by 180 wholesale accounts per year
Renegotiated freight agreements, saving the company \$27,000 in annual shipping costs

Role Summary

- Established and maintained new accounts through profiling, cold-calling, promoting brand identity, and marketing.
- Developed, implemented, and maintained Internet marketing and promotional campaigns
- Acted as the primary relationship manager for 100 wholesale accounts

Education

AA Culinary Arts Management – Napoli Culinary Academy, Sacramento, CA

2006