

Daniel Santos

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Objective: To direct the sales and marketing efforts for a company to increase their revenues and market share.

Strengths: Ability to motivate and train a sales staff to achieve alignment, credibility and trust with all prospects. Experience in uncovering threats, issues, trends and opportunities that a company and prospects face.

Employment Affiliations:

Good Energy 2009 to 2010 Business Development Manager

Created a lead generation program for this energy broker. Increased sales revenue by \$150,000. Trained sales staff using a process based approach.

Xsellense 2005 to 2009 Key Account Manager

Represented a number of clients for this sales and marketing company. Provided qualified leads and closed sales in excess of \$1,000,000 for clients in the consumer goods, manufacturing and high technology fields. Assisted in the training of account managers.

Nerac 2004 to 2005 Account Manager

Contacted C level decision makers offering critical research, patents and alerts. The CEO of Nerac asked me to help launch his start up venture Xsellense.

Craftmasters 1992 to 2004 Telemarketing Manager

Responsible for the initial set up of the division. Developed marketing plans, training, scripting, results analysis and performance incentive programs.

Smartfoods 1987 to 1992 Sales Manager

Developed strategies and tactics for new product line in this start up company. Implemented an independent distribution network achieving authorization in key accounts. Increased sales from \$100,000 to \$20 million.

Dannon Yogurt 1976 to 1987 Division Sales Manager

Started as a sales representative and worked my way up to the Division position. Provided strategic planning and leadership for locations in Albany, Hartford and Boston. Developed innovative plans and programs to address division wide operational strategies and issues. Team leader for Dannon at the 1980 Winter Olympics.

University Of Rhode Island 1970-1974 BA