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Daniel Santos

Work experience

2009 to 2010 Good Energy

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.

2005 to 2009 Xsellense

KEY ACCOUNT MANAGER

Represented a number of clients for this sales and marketing company. Provided qualified leads and closed sales in excess of $1,000,000.00 for clients in the consumer goods, manufacturing and high technology fields.

2004 to 2005 Nerac

ACCOUNT MANAGER

Contacted C level decision makers offering critical research, patents and alerts. The CEO of Nerac asked me to help with their start up company.

2001 to 2004 Brooks Pharmacy

SHIFT SUPERVISOR

Responsible for cash control

Training of cashiers

Merchandising and Resets

Customer Service

1992 to 2001 Craftmasters

TELEMARKETING MANAGER

Responsible for the initial set up of the division

Responsible for the development of marketing plans, training, scripting, results analysis and performance incentive programs.

Successfully added 600 new customers.

1987 to 1992 Smartfoods

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.

Created guerilla marketing programs to support the company’s expansion plan.

Increased sales from $100,000 to $20 million.

1984 to 1987 Dannon

DISTRICT SALES MANAGER

Responsible for analyzing industry trends to identify new business opportunities.

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.

1983 to 1984 Dannon

BRANCH MANAGER

Exercised total operational responsibility including budget preparation, sales planning, forecasting and profit and loss.

Successfully launched new products and product line extensions.

Developed, monitored and analyzed sales trade plans for specific trade classes.

1978 to 1983 Dannon

ASSISTANT BRANCH MANAGER

Directed and implemented product marketing, sales and distribution objectives.

Supervised the sales staff for successful execution of field sales plans.

Increased market share, profitability and volume for the corporation.

Team leader at 1980 winter Olympics, Lake Placid, NY.

1976 to 1978 Dannon

SALES REPRESENTATIVE

Responsible for presenting sales and marketing programs to existing clients.

Developed new customers in the market.

Managed an extensive distribution network.

education

1970 to 1974 University Of Rhode Island

*BA Sociolog*y