

DIRECTOR OF BUSINESS DEVELOPMENT

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DIRECTOR OF BUSINESS DEVELOPMENT

LEAD GENERATION | KEY ACCOUNT MANAGEMENT | PIPELINE DEVELOPMENT | EXCEPTIONAL REVENUE GROWTH

- **Experienced Business Development Executive**...Accomplished professional actively pursuing opportunities to drive revenue and business growth where strategic vision, decisive management style, and expertise in account management, market penetration, and revenue growth will be held at a premium.
- **Expert Business Strategist** with recent success securing agreements for HAZMAT disposal with clients in the industrial, commercial manufacturing, and government sectors; presently delivers millions of dollars in revenue through the management of key accounts.
- **Effective Communicator** with the ability to provide unparalleled levels of quality client support and service, safeguarding the company's reputation and driving revenue growth through referrals and expanded business relationships.

■ ■ ■ LEADERSHIP AND EXECUTIVE MANAGEMENT QUALITIES ■ ■ ■

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| — B2B Sales and Business Development | — Securing Opportunities for Revenue Growth |
| — Developing Lead Generation Strategies | — Award Winning Performance |
| — Understanding Client Challenges | — Managing Key Client Accounts |
| — Cross Functional Collaboration | — Exhibiting Decisive Business Leadership |
| — Market and Competitive Intelligence | — Leading Staff Training and Development |
| — Territory Management and Development | — Consultative Sales Strategies |
| — Market Penetration and Expansion | — Managing Human Resources Functions |

P ROFESSIONAL HISTORY

2005 to Present: XXX ES Technical Solutions, XXX, CA / XXX, MA

- **Account Manager (XX, 2012 to Present / XX, 2005 to 2012)**

Fulfills a critical role driving revenue for this leading provider of hazardous and non-hazardous waste disposal services to industrial and municipal customers in the United States, with a focus on securing agreements for HAZMAT disposal with clients in the industrial, commercial manufacturing, and government sectors. Engages in extensive prospecting and lead generation efforts, incorporating professional networking, cold calling, and other strategies. Serves as the primary point of contact for a key account with over 540 members.

- Outstanding and exceptional results in sales, marked by the delivery of \$4.5MM in annual revenue; skyrocketed revenue in Southeastern Massachusetts from \$4MM to \$6MM. Builds territory revenue by over \$200K YOY through effective project management.
- Fostered relationships with a network of brokers to drive revenue from sales to New England states and part of New York from zero to \$6.5MM.
- Leverages a consultative sales approach to gain insight into the requirements and challenges faced by each client, leading to the recommendation of specific services aligned with the unique business and regulatory compliance needs of each account.
- Superior performance recognized with an inter-company transfer to California, bringing in immediate results in the form of five new clients while addressing and resolving past due accounts.
- Established and cultivates relationships with businesses, consultancies, and municipalities complementary to the company's lines of service, leading to the addition of over 300 new clients to date.
- Serves as a trusted advisor and subject matter expert to clients, providing guidance and direction with respect to strategies to avoid fines and penalties originating from regulatory infractions.
- Recipient of the *Team of the Year Award* in 2007, granted to the Marlborough office, as well as the *Account Manager of the Year Award* in 2008.

1996 to 2005: XXX Ref-Fuel Company of XXX, West Wareham, MA

- Material Separation Plan Coordinator (2001 to 2005)

A demonstrated record of success and achievement at this plant that converts more than one million tons of garbage per year into electricity to meet the needs of an estimated 75,000 homes, marked by a series of promotions to positions of increased influence, authority, and accountability.

As **Material Separation Plan Coordinator**, assumed a lead role leading a public education initiative regarding the separation of mercury from household waste.

- Served as the architect of an effective Material Separation Plan applicable to 62 communities and 500,000 residents, the core component of a state-mandated mercury reclamation and educational project; successfully reclaimed 2,775 additional pounds of mercury in 2004, a 639% increase over three years.
- Maintained accountability for an annual budget of \$400K while also managing special waste business received by the facility; generated \$350K in annual revenue from 41 Special Waste clients.
- Envisioned, developed, and deployed a broad spectrum of educational materials, including flyers, direct mailers, live seminars, radio spots, and presentations to school audiences that reached over 600,000 households.
- Engaged with clients to secure waste contract extensions, allowing for a 2.9% price increase that translated to over \$3MM in annual revenue.
- Developed and strengthened community relationships, providing the groundwork to secure a 5-year direct contract with one community and the creation of a \$30MM revenue stream.
- Recognized with a Senatorial Citation from the Commonwealth of Massachusetts for outstanding commitment in working with Community Service Learning Programs.

"Ashley is the consummate sales professional. I have had the pleasure of working with Ashley for the past 7+ years and she consistently over-delivers and is remarkable at closing the deal. She has a keen understanding of the entire sales process and utilizes her wonderful personality and business acumen to produce extraordinary results. Ashley has a knack for identifying and extinguishing challenges before they become issues. Ashley is a top performer and an asset to the company."

M. Free

1998 to 2001: Regional Human Resources Administrator

Advanced to this role, assuming responsibility for the management of Human Resources functions for three locations while supporting staffing, payroll, benefits, professional management, and employee recognition. Provided oversight of all application processes, engaging in sourcing, recruiting, and screening.

- Defined and influenced the development and evolution of recruiting methods, benefits, employee relations strategies, and conflict resolution tactics.
- Built a variety of reports providing insight into headcount, new hire, and employee attrition rates; envisioned, developed, and deployed innovative processes to gain improvements in the effectiveness of candidate tracking.
- Leveraged expertise in PeopleSoft to fully document and track employee data and services.

1996 to 1998: Administrative Assistant

Provided key administrative support to all business divisions, seamlessly executing a diverse roster of responsibilities that included training, document services, project data management, presentation production, and troubleshooting.

- Coordinated and led all onboarding and associated training functions to integrate new hires into company operations, policies, and procedures.
- Effectively managed scheduling and calendaring while composing correspondence and producing reports.
- Excelled in cross-departmental collaboration, leveraging superior interpersonal and communications skills.

Early Career

Co-Owner and Office Manager, Pies-R-Too & Pies Express – Domino's Pizza Franchise, Salinas, CA

■ ■ ■ EDUCATION & PROFESSIONAL CERTIFICATIONS ■ ■ ■

Bachelor of Science Degree in Business Management – Johnson & Wales University
Magna Cum Laude, Dean's List

OSHA – 40 hour Hazardous Materials Certified