**Glen Van Dusen**

Jersey City, New Jersey

Cell: (516) 314-0797 Email: [glen.vandusen@gmail.com](mailto:glen.vandusen@gmail.com)

**SUMMARY**

*Dynamic and motivated sales manager with 10 years of experience motivating and leading sales teams to success. Skilled in building cross-functional teams, demonstrating exceptional communication skills, and making critical decisions during challenges. Adaptable and transformational leader with an ability to work independently, surpass revenue goals, and develop opportunities that further establish organizational goals.*

**PROFESSIONAL EXPERIENCE**

**Manhattan Concert Productions** | New York, NY 8/2018 –Present

***Director of Sales and Marketing***

* Ownership of revenue generated for individual and ensemble concert performances, including personal quota
* Interview, hire, train, and manage a team of inside sales professionals
* Formulate marketing, brand planning, lead generation, and business-development strategies to drive revenue growth.
* Instrumental in turnaround of underperforming sales team: set higher expectations and instituted individual accountability resulting in 40% revenue increase in 2019
* Report directly to the CEO with weekly, monthly revenue projections and overall pipeline forecasting

**Curtis & Coulter** | New York, NY 9/2016 – 7/2018

***Head of Sales***

* Directing all aspects of Sales and Customer Service, and becoming the face of the company for our clients
* Hire and train a new Inside Sales team, and introduce KPI, SPIFF, and incentive plans
* Evaluate current marketing and lead sourcing structure, and introduce new plans
* Manage new business and recurring accounts for sponsorship, attendance, and advertising

**SourceMedia** | New York, NY ​ 4/2007 – 7/2016

​***Director, Sales Operations***

• Responsible for SaaS subscription and audience development sales operations

• Managed and mentored Inside Sales team of over 20 account executives and SDR’s and oversaw Customer Service team, Circulation Marketing team, Fulfillment team

• Designed compensation plans, planned territories, forecasted monthly and annual revenue

• Surpassed 2015 goal of $24.2 million by $2.4 million

• Track ROI, KPI’s and metrics on all subscriptions and audience development leads and sales

• Manage and analyze product pricing, and develop and maintain payment plans

***Enterprise Sales Manager***

• Promoted in 2012, hired and trained team of twelve account executives

• Assisted in running enterprise sales team while owning personal quota of over $1 million

• Oversaw conversion of flagship media product American Banker from print to digital

• Developed and directed multiple weekly team training sessions

• Reevaluated old sales strategy and created new campaign

***Inside Sales Representative: Customer acquisition and retention***

• Lead sales representative for circulation enterprise sales and all large scale and growth events

• Surpassed yearly goal by over 20% in 2009, 2012, 2014

• Awarded Salesperson of the year in 2010, 2012

**IQPC** | New York, NY ​ 1/​2004 – 4/2007

​***Business Development Rep (SDR) and Account Executive***

• Facilitated sales efforts on large scale, growth, and launch events

• Trained incoming account managers and sales development reps

• Setup, researched and updated list databases for all events

• Events included Finance, IT, Pharmaceuticals, HR, other verticals

**EDUCATION**

**LONG ISLAND UNIVERSITY** | C.W. Post Campus, Brookville, NY

*Bachelor of Science Degree: English Major, Marketing Minor*

**CHARITY | VOLUNTEER WORK**

**Every Mother Counts |** New York

Ran NYC and Hamptons Half Marathons and volunteer for Every Mother Counts: a non-profit organization dedicated to making pregnancy and childbirth safe for every mother.