

## Christine Delgado, MBA

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### **SUMMARY:**

- Ranked top 10% for National Sales Development in Recruiting
- Sales Executive, Account Management, Marketing and New Business Development
- Increased territory revenue 20-30% over quota
- Awarded promotions due to outstanding performance and leadership
- Experienced Manager of 25+ staff
- Responsible for Insurance recovery over \$8MM annually
- Received "President's Award" from Executive Management for changing new procurement process - Changed from 21 days to real time
- Experienced Project Manager - Certified Six Sigma (Project Management Certification)
- MBA from McCallum Graduate School of Business (Bentley University)

### **EXPERIENCE:**

**Bunker Hill Insurance Company**  
Personal Lines Insurance Company

**Boston, MA**

**06/15-11/17**

#### ***Senior Marketing Representative***

- Managed Account base of 250+ Independent Insurance Agents across 400 locations
- Increased territory revenue by 20%+
- Utilizing Salesforce.com, developed and delivered relevant business reports
- Created marketing plans to increase company revenue
- Conducted 150+ in person meetings monthly with agency owners and staff
- Tracked sales activity and new business opportunities utilizing Salesforce.com
- Trained 250+ end users on Bunker Hill and Third Party Quoting Software

#### **Freelance Marketing Consultant**

**Groveland, MA**

**06/12 - 6/15**

- Created and implemented social media/email marketing campaigns for local businesses
- Negotiated and implemented partnership programs for revenue generation

#### **CCS Companies**

**Norwood, MA**

**11/09 - 06/12**

Revenue Cycle Services

#### ***Regional Vice President, New Business Development***

- Responsible for New Business Development in Health Care and Insurance Industries
- Increased territory revenue by 30%+
- Negotiated contracts and implemented service programs at VP and CEO level
- Tracked all sales activity and new business opportunities utilizing Salesforce.com
- Coordinated, attended industry trade shows to prospect for leads
- Followed up on all trade show leads to land new partnerships

**Fortune Personnel Consultants**  
Executive Staffing Firm

**Peabody, MA**

**09/06 – 09/09**

***Executive Search Consultant - Biotech/Pharmaceutical***

- Ranked in top 10% of countrywide consultants within first 12 months
- Negotiated fee agreements directly with Hiring Managers for recruiting services
- Cultivated and nurtured relationships with Biotech/Pharmaceutical companies to provide ongoing recruiting services
- Personally created pipeline of qualified candidates and positions nationally
- Managed all aspects of interview process from initial phone screen through offer to employment
- Tracked candidate and job status utilizing multiple CRM software databases

**Electric Insurance Company (a GE Company)**  
Personal Lines Insurance Company

**Beverly, MA**

**05/03 – 8/06**

***Subrogation Manager***

- Responsible for recovery of funds owed to Electric Insurance
- Recovered over \$8MM annually
- Created and managed department budget and staff
- Hired, trained and promoted staff
- Created monthly departmental metrics, reported metrics to Executive Management
- Performed annual performance reviews
- Negotiated contracts with attorneys and collection agencies to recover funds
- Reorganized team to increase specialization and best utilize staff skills
- Streamlined business processes to decrease cycle time by 25%

**Visions Beauty Supply**

**Newburyport, MA**

**10/02 – 5/03**

Distributor of equipment and supplies to Spas and Salons

***Sales and Marketing Consultant***

- Increased revenues for top accounts by 30%, increased sales territory twice in 8 months
- Prospected new large spa accounts
- Consulted to existing clients to incorporate new product lines to increase revenue
- Serviced existing spa and salon accounts, opened new spa accounts

**Electric Insurance Company**  
Personal Lines Insurance Company

**Beverly, MA**

**2/93 – 7/02**

***Manager e-Business Partnerships***

(99-01)

- Scouted potential clients, negotiated contracts and fee agreements
- Implemented e-Business partnership programs to drive traffic to company website
- Established business plans and sales goals for partner programs
- Met and exceeded all sales goals
- Presented partner metrics to Executive Staff

**Manager Marketing Programs**

(98-99)

- Recognized by Executive Management with several management awards
- Managed company's largest client (GE)
- Traveled to GE locations throughout the US to promote Electric Insurance Products
- Created PowerPoint presentations to present to large groups of GE employees
- Established new business accounts within GE businesses
- Developed company marketing material, created and implemented direct mail campaigns
- Created and managed department budget
- Developed annual marketing plan to meet/exceed company sales revenue goals
- Implemented company's original website including online quoting capabilities

**Business Analyst**

(97-98)

- Certified in Project Management - Green Belt in Six Sigma Program
- Developed employee performance evaluation metrics packet
- Forecasted call volume and staffing needs for 150 person call center
- Worked across departments to identify and implement process improvements
- Reduced department cycle times by 20%+

**Sales Supervisor**

(95-97)

- Promoted to Manager of 20 sales representatives
- Coached, trained and mentored staff on sales skills
- Analyzed software products for departmental process improvements
- Implemented process improvements for handling internet leads reducing cycle time 25%
- Prepared and delivered annual performance reviews for staff
- Presented departmental metrics and initiatives to Executive Management

**Business Process Redesign Analyst**

(94-95)

- Recognized by Executive Management with President's Award
- Chosen by Executive Management to be a member of 14 person team tasked to redesign sales and customer service processes
- Decreased new business procurement cycle time from 14 days to real-time

**Sales Representative**

(93-94)

- Recognized several times as 'representative of the month' for top revenue performance
- Fielded 60-80 sales calls daily (inbound and outbound)
- Developed and implemented team's first sales incentive program
- Consistently exceeded monthly sales goals

MBA  
2001  
1990

McCallum Graduate School of Business (Bentley College)  
BA, Spanish                      College of the Holy Cross