

Growth-focused, detail-oriented sales professional with 15+ years' expertise facilitating seamless daily sales operations while strategically planning to exceed sales objectives across multiple sectors. Proven success directing multifaceted teams, providing individualized feedback to amplify growth and enhance job performance. Adept at devising streamlined processes and procedures that maximize time and efficiency while strategically driving sales and optimizing profit. Talent for cultivating and fostering solid internal and external relationships with staff, clients, vendors, executives, and stakeholders, leading to ongoing partnerships. Deep experience proactively identifying potential problems and formulating effective solutions. Highly organized, with a talent for balancing multiple competing priorities within fast-paced environments while effortlessly transitioning from one task to the next. **Areas of expertise include:**

- Sales & Account Management
- Prospect Identification
- Strategic Planning
- Account Growth & Expansion
- Client & Vendor Relations
- Recruiting & Hiring
- Market Condition Analysis
- Staff Leadership & Development
- Risk Assessment

Professional Experience

NATURAL PRODUCTS Broker PAC NW • Oregon • 2007 to Present
Guide product expansion initiatives for all manufacturers.

REGIONAL SALES MANAGER/BROKER

Operate on behalf of company manufacturers to strategically secure product line extensions. Partner with wholesale distribution companies to introduce and place product lines in major and independent chains and co-ops. Administer monthly category reviews for large and small accounts. Monitor and assess market and territorial conditions and research competitor information, efficiently communicating all findings to manufacturers. Perform sales calls, providing comprehensive product education for all clients to ensure client satisfaction. Collaborate with national and regional trade shows, providing vital support and assistance.

Key Accomplishments:

- Effectively managed 40+ Natural Products Industry vendors.
- Fronted training and hiring of demo teams to aid with exceeding all sales objectives.
- Simultaneously placed hundreds of new products in Natural Products stores while effectively managing the sales cycle.
- Provided essential support at Nationwide Industry trade shows.

GABRIEL COSMETICS INC. • Oregon • 2012 to 2018
Functioned as integral component to achievement of daily sales goals.

REGIONAL SALES MANAGER

Strategically planned and executed methods to drive sales and expand customer base. Oversaw all aspects of hiring and training teams of makeup artists for in-store promotions across Oregon and Southwest Washington regions. Spearheaded annual promotion of new product releases.

Key Accomplishments:

- Devised and implemented strategic initiatives to increase annual sales 20% several consecutive years.

HARLAND FINANCIAL SOLUTIONS • Oregon • 2003 to 2006
Expertly directed and conducted inside sales of proprietary software applications.

DIRECTOR OF BUSINESS DEVELOPMENT

Constituted territory-specific infrastructure and business plans to secure new clients and promote sales across southern states while managing customer and prospect base of 1,700+ banks, credit unions, and mortgage brokerages. Attended national trade shows to keep abreast with industry trends while liaising with C-level executives to ensure transparent communication at all levels.

Key Accomplishments:

- Successfully generated \$7M annually in pipeline revenue, achieving predetermined client and sales quotas.
- Individually accountable for sale of 50+ applications.

Additional experience as Account Executive/Marketing Director at Cinemagic Studios.

Educational Background

Bachelor of Fine Arts | Oregon College of Arts & Crafts | Portland, Oregon
Courses Completed in Arts & Liberal Arts | Portland State University | Portland, Oregon