

James W. Russell

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LATAM (57)300 294 8380 (Cellular)

Business Development Director & International Sales Executive

20+ Years of Experience with Excellent Performance in Sales & Leading Team Growth & Development

Goal-driven, tenacious strategic sales and management professional demonstrating award-winning sales record in highly competitive industries. Strong leader and team developer: excellent negotiation and relationship skills to build and sustain forward growth momentum, contract & financial analysis expertise, large territory and multiple culture knowledge. Experience in managing all phases of sales development cycle, involving multiple resources or independently from prospecting and business networking to detailed presentations, account strategy and planning to closing and follow-up activities; resulting in outstanding customer retention. Hunter, negotiator, persuasive and determined.

Sales Training & Team Leadership/National & International Expansion/Negotiation & Closing Activities
Strategic Selling Tactics/Customer Satisfaction & Account Retention/Customer Service Delivery

-----PROFESSIONAL EXPERIENCE-----

VP Sales & Marketing

2016-Present

Idelity Solutions

LATAM

Software solutions focused on fraud protection and maximizing profitability for organizations with needs for better access control, time and attendance and security for various vertical markets including broadcasting, construction, telecommunications, technology, defense and others. C level presentations and business and territory development, account management and sales cycle negotiations. Building an efficient team to grow market share in LATAM and the USA.

Senior Consultant

2009-2016

Independent

USA & LATAM

Enterprise Software & IT Consulting/BPO & outsourcing services for Fortune 1000 corporate clients. Solutions include selling across enterprises with software solutions including SaaS, CRM, and ERP, disaster & security services, various cloud services. Coordinated outsourcing & business development sales & marketing strategy, solution demonstration, market analysis; led team of cross industry consultants with client focus in manufacturing, chemical, Telecom, finance, B2B, healthcare & imaging, public sector, FMCG and Retail. VAR development and superior direct sales & channel development.

Selected Accomplishments:

- Helped complete a \$2.6M enterprise backup and disaster recovery system(healthcare)
- Consulting projects in ITO/BPO value of \$19.7M for call centers, HRM, supply chain
- Commercial lead in private and public sector sales of\$8.2M in revenue for channel

Vice President Sales & Business Development**2005-2009****AEC Consulting****USA & Europe**

Integration, 3 tier sales model, outsourcing and consulting group focused on Fortune 1000 clients in USA & Western Europe. Implemented IT projects including: SAP HRM, BPO customer service center, IP Video Surveillance & ID systems, ITO call center, BPO semiconductor manufacturing, financial disaster recovery system, and finance and billing solutions.

Selected Accomplishments:

- Outsourced new product Eng Design \$2.7M (Parmalat)
- IP Surveillance & Threat Detection project for \$3.2M (Iberdrola)
- Telcos market development for \$7.1m new channel business
- DOD, Navy/Air Force, VA, DHS, NSA, & foreign gov't. entities

Vice President Sales**2001-2005****La Vita Vera****USA and Europe**

Sales and marketing consulting to upper management, C-Level clients in Telcos, consumer goods, retail, healthcare, medical imaging, technology, financial and Gov't markets. Facilitated customer business development teams, internal marketing and event management, sales campaigns and training.

Selected Accomplishments:

- Successful Eng. Des. ITO (Boeing) \$2.3M & Customer Call Center for \$1.9M for(Volkswagen)
- Semiconductor Manuf. BPO (Innodys) & Eng Design(Bombardier) \$9.6M in contracts

Regional Sales Manager**1998-2001****Stratus Computers****San Francisco, CA**

Hired and trained sales personnel for 8 Western U.S. states for fault tolerant solutions, security & intervention protection, including software solutions to Fortune 1000 companies. Built gov't. Bid business and a superior reseller chain. Managed national channel partners, OEM sales, and training schedules and led the development of 15 U.S. major accounts.

Selected Accomplishments:

- Developed successful relationships with Kaiser, Boeing, SAIC, Wells Fargo, Nike
- Achieved membership in 100% Quota club with over \$8M in sales every year

Regional Sales Manager**1995-1998****US Design Corporation****San Francisco, CA**

Sales of Software Storage Systems to Fortune 1000 companies, including maintenance programs and support, contract negotiation and implementation, OEM (Sony, Sun, SGI) and territory development for 11 U.S. States and parts of the Asian market. Increased multiple channels by 30% annually.

Selected Accomplishments:

- Created \$6M first year in undeveloped territory
- Developed sales channels in Asia to produce \$10million in new retail channel business
- Worked with OEMs and channels to develop 3 tier multi-state sales flow of \$7M/yr

Hobbies – Travel, language studies (currently speak English, Spanish, French, German and Italian), golf, hiking, cultural awareness, creative writing, gourmet cooking.

Education – University of Maryland, Business Administration; Univ. of Nevada-Reno, ROTC