

# Michael Porter

Portage, Michigan 49024(269) 216-1147 | mportmedia@gmail.com |linkedin.com/in/mportin

**Dynamic Sales Executive** with over 30 years of experience in leading revenue growth and high-performing teams in healthcare, financial services, and telecommunications. Skilled in building C-suite relationships, managing complex sales cycles, and developing consultative sales strategies. Proven leader in optimizing sales operations and driving market expansion through data-driven insights.

## Core Competencies

- Enterprise Sales & Business Development
- Healthcare & Financial Services Sales
- Strategic Partnerships & C-Suite Engagement
- Consultative Sales & Complex Negotiations
- Revenue Growth & Market Expansion
- Sales Process Optimization & CRM Strategies
- Data-Driven Decision Making
- Client Retention & Customer Success
- Team Leadership & Talent Development

## Work Experience

---

### The Oaks at Battle Creek – Director of Sales

*Feb 2023 - Dec 2024*

- **Increased revenue by 12%**, surpassing **\$1M in annual sales** through strategic sales initiatives.
- Established **high-value client relationships**, leveraging a consultative sales approach to drive engagement.
- Developed **localized marketing strategies**, improving brand visibility and lead generation effectiveness.
- Implemented **operational efficiencies**, ensuring compliance and financial oversight across multiple locations.

### Northpointe Woods – Sales Counselor

*Jul 2022 - Dec 2022*

- Strengthened client acquisition strategies, driving a **25% increase in community sales**.
- Expanded **referral partnerships**, contributing to a **15% rise in qualified leads**.
- **Trained and mentored** sales teams, enhancing **consultative sales skills** and **customer experience**.

## **BlueOx Credit Union – Branch Manager**

*Nov 2020 - Feb 2022*

- **Led multi-unit financial sales teams**, achieving **11% revenue growth** in a competitive market.
- **Implemented client-focused sales strategies**, enhancing **customer retention** and engagement.
- Developed **sales performance metrics**, optimizing **operations** and ensuring **regulatory compliance**.

## **Comerica Bank – Branch Manager**

*Dec 2018 - Aug 2019*

- Achieved **115% of sales targets**, leveraging **data-driven sales strategies** and relationship management.
- Increased annual revenue by **30%** through **client acquisition and strategic account growth**.
- Designed and executed **local sales campaigns**, driving brand awareness and new customer onboarding.

## **Fifth Third Bank – Financial Center Manager**

*Mar 2015 - Dec 2018*

- **Led branch-wide initiatives**, resulting in a **20% revenue increase**.
- Designed and implemented **customer engagement programs**, improving **retention by 15%**.
- Managed **sales teams and compliance operations**, ensuring adherence to **industry regulations**.

## **Verizon Wireless – Solutions Specialist**

*Jan 2013 - Mar 2015*

- Managed **enterprise accounts**, developing **strategic B2B sales solutions** to drive customer retention.
- Developed and delivered **C-suite sales presentations**, positioning Verizon's technology solutions.
- Designed and facilitated **product training for enterprise clients**, enhancing customer adoption.

## **Education**

---

**Western Michigan University – Kalamazoo, MI**  
Bachelor of Arts | August 1998 – December 2002