

Reza Moraveji

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Results-driven change agent with career-long record of sales, business development, and management success for leading organizations

I'm a strategic, results-driven sales leader with 15+ years of experience transforming underperforming regions into top-ranked markets across B2B, B2C, and real estate partnerships. My leadership style combines self-awareness and execution, leveraging my DISC and CliftonStrengths to lead with purpose, tailor coaching, and deliver lasting impact. At Verizon, I've increased regional sales by over 170% and built long-term partnerships with key clients. Certified in Lean Six Sigma and Scrum, I bridge sales, operations, and marketing to execute initiatives that drive growth. Let's connect if you need a leader who can solve complex problems and execute at scale.

CORE COMPETENCIES

- Project Management
- Relationship Building
- Sales Presentations
- End-to-End Sales Cycles
- Agile/Scrum Methodology
- Front End Development
- Account Management
- Lead Generation
- SaaS & B2B Products
- Digital Marketing
- Team Leadership
- Client Outreach

PROFESSIONAL EXPERIENCE

VERIZON ENHANCED COMMUNITIES, GREAT LAKES REGION, APRIL 2024 TO PRESENT

ASSOCIATE DIRECTOR

- **Led strategic development and deployment of regional initiatives:** Created and executed comprehensive strategies and channel partnerships to drive sales across the Great Lakes region, including Ohio, Kentucky, and Indiana.
- **Built and streamlined tools to enhance team efficiency:** Developed multiple resources that streamlined daily activities, enabling the team to operate more effectively and solicit sales more efficiently.
- **Secured Verizon's largest contract to date:** Initiated and nurtured a relationship that led to contracting over 11,000 MDU units in the Chicago region, marking the largest deal in Verizon's history.
- **Achieved number one regional ranking nationwide:** Led the team to become the top-rated team in the country by effectively penetrating the market and optimizing regional outreach efforts.
- **Increased partner-driven sales by 200% YOY:** Implemented innovative collaboration models that improved alignment and productivity between client executives and channel partners, driving significant year-over-year growth.
- **Deployed multiple market-level initiatives:** Launched and scaled strategic programs that boosted sales efficiency, increased market penetration, and elevated overall regional performance.

VERIZON BUSINESS GROUP, CHICAGO, IL, FEBRUARY 2022 TO APRIL 2024

SENIOR BUSINESS MANAGER

- **Achieved 130% of annual quota (2023):** Exceeded targets through strategic outbound prospecting, creative sales initiatives, and focused account expansion across high-growth segments.
- **Built and owned 100% of net-new pipeline:** Generated all new business through targeted cold outreach, leveraging advanced calling and email strategies to maintain a high-velocity sales funnel.
- **Managed and expanded a 400+ account portfolio:** Drove revenue growth through data-driven account segmentation, upsell strategies, and increased adoption of Verizon Enterprise and SaaS solutions.
- **Delivered executive-level, consultative sales:** Presented tailored solutions to C-suite stakeholders, aligning complex enterprise offerings to industry-specific business challenges.
- **Identified and penetrated new market verticals:** Conducted market and competitive analyses to uncover whitespace opportunities and secure long-term partnerships.
- **Collaborated cross-functionally to drive client value:** Partnered with specialist and strategic teams to execute account strategies that increased client lifetime value.
- **Developed targeted outreach and marketing messaging:** Created customized sales and marketing copy aligned with Verizon's national go-to-market strategy to boost engagement.
- **Resolved complex client challenges with speed and precision:** Strengthened long-term relationships while maintaining a strong focus on retention and revenue growth.
- **Selected for national leadership and enterprise readiness programs:** Chosen for mentorship and enterprise readiness programs and contributed to regional strategic sales initiatives.

VERIZON CONSUMER GROUP, INDIANA MARKET, JANUARY 2017 TO FEBRUARY 2022

GENERAL MANAGER

- **Led and Developed High-Performing Teams Across Multiple A-Level Locations:** Managed and developed top-tier sales teams at three of Verizon's largest retail locations, each generating over \$10 million in annual revenue. This included fostering a culture of excellence, ensuring consistent over-performance on key metrics.
- **Promoted internal Talent and Career Growth:** Facilitated significant internal career advancement, with high promotion rates, such as five team members promoted in one year at one store, and seven out of thirteen employees promoted at another- typically managing teams of around 15 associates.
- **Achieved Winner's Circle Recognition:** Earned Winner's Circle recognition three times, ranking in the top 10% of the company.
- **Implemented New KPI Initiative:** Played a pivotal role in the initial deployment of a new key performance indicator initiative. Collaborated with internal and external stakeholders to craft strategies that improved employee behaviors around the new KPI, driving engagement and helping the store, territory, and region achieve the number one ranking company-wide.
- **Participated in Lead Development Program:** Fostered a culture of excellence and continuous improvement, ensuring consistent over-performance on key metrics.
- **Implemented Culture Centric Approach:** Introduced cultural initiatives that aligned development programs with team members' strengths. This approach significantly boosted employee satisfaction scores from the bottom 25% to the top 90% within the company.

COMFORT INN- HOTEL CAPITAL, FORT WAYNE, IN, SEPTEMBER 2011 TO NOVEMBER 2016

GENERAL MANAGER/PROJECT MANAGER

- **Transformed Guest Experience Through Innovation:** Introduced innovative guest experience initiatives that enhanced overall satisfaction and led to a significant increase in repeat bookings and positive reviews. This helped position the hotel as a preferred choice in the local market and contributed to revenue growth.
- **Facilitated Multi-Million Dollar Renovations:** Oversaw renovation projects for multiple hotel properties, each valued at over \$5 million, ensuring projects were completed on time and within budget while maintaining operational continuity.
- **Drove Sales Growth Through Strategic Initiatives:** Developed and executed sales strategies that included securing key contractual agreements, resulting in over \$5 million in annual sales before and after the renovation period.
- **Collaborated with Executive Leadership:** Worked directly with the CEO and VP of Operations to align the hotel's vision with growth-focused goals, providing strategic recommendations that drove scalability and profitability.
- **Enhanced Operational Efficiency:** Streamlined project workflows and introduced innovative process improvements, maintaining a comprehensive project database that boosted team efficiency and provided a clear reference for ongoing and future initiatives.
- **Achieved Top Guest Satisfaction and Profit Growth:** Ranked among the top 10% of all Choice properties in the USA for guest satisfaction and brand standards, while increasing gross operating profit by 40% year-over-year from 2015 to 2016.

EDUCATION AND CREDENTIALS

- WESTERN GOVERNORS UNIVERSITY- MASTERS IN BUSINESS ADMINISTRATION
- INDIANA UNIVERSITY- BACHELORS OF PUBLIC POLICY
- SIX SIGMA GLOBAL INSTITUTE- SIX SIGMA GREEN BELT CERTIFICATE ID: 92124081
- SCRUM MASTER CERTIFICATE (SMC)

AWARDS AND HONORS

- Winner Circle Award 2017,2019, 2022
- Verizon Leading Recognition 2017, 2019, 2020, 2021
- Best of Choice Award 2016- Hotel Capital

PROFESSIONAL AFFILIATIONS

- Fort Wayne Chamber of Commerce 2012-2016
- Des Plaines & Rosemont Chamber of Commerce 2022-2024
- Project Management Institute 2021-2023

VOLUNTEERISM

- Verizon United (progress through unity) & Advance (advocates for disability), May 2020 to present
 - Coach, Woodlan High School Football, June 2009 to October 2014
 - Patti's Pantry- supporting all things marketing and sales related for my mother's small business, Feb 2020 to present
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ADDITIONAL INFORMATION

Technical Proficiencies: Salesforce, ZoomInfo, Artemis, High Spot, Hunter, Vidyard, Omdia, Seismic, Microsoft Office Suite, G Suite, Asana

Interests: football, basketball, traveling, fishing, reading, music, technology, board games