

BOBBY CIUCKI

Columbus, OH
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KEY SKILLS

SOFT SKILLS

Leadership
Problem Solving
Time Management
Delegation
Conflict Resolution
Decision Making
Adaptability

HARD SKILLS

Negotiation
Project Management
Salesforce
Data Analysis & Strategic Planning
FP&A
SQL
Change Management

EXPERIENCE

CARDINAL HEALTH

MAY 2020 – PRESENT

Strategic Advisor, Pricing & Revenue Management

COLUMBUS, OH

- Led strategic pricing initiatives by leveraging market intelligence, research, and competitor analyses to optimize pricing margin.
- Designed and implemented pricing programs and algorithms, resulting in enhanced pricing strategies and improved profitability.
- Spearheaded the development and growth of deal modeling processes, optimizing approval structures and reducing turnaround time by 5 days.
- Collaborated cross-functionally and managed teams of 4-5 employees, providing training and guidance to ensure cohesive deal processes.
- Drove the creation of custom pricing structures and strategies for 350+ customers, contributing to over \$850 million in revenue in FY23.
- Accelerated deal-to-contracting speed by 200%, streamlining processes and enhancing efficiency.
- Played a pivotal role in decision-making, analyzing market data and customer needs to determine optimal pricing strategies while maximizing company GP.
- Provided critical insights to senior management and executives, influencing strategic discussions and decisions for the past 3 years.
- Conducted daily market research and competitive analyses to inform pricing strategies and identify opportunities for financial growth.
- Implemented innovative approaches, such as focusing on Gross Profit per Pack, resulting in a 5% increase in average deal model GP.

Key Achievements:

- Boosted OptiFreight's deal GP by over 30% for a continuous period of 3+ years.
- Achieved a remarkable 5-day reduction in average deal model process approval turnaround time.
- Led efforts to expedite deal-to-contracting speed, resulting in a 200% acceleration.
- Analyzed over 150 invoices in FY23, contributing to a revenue increase of over \$300 million for OptiFreight.

Challenges Overcome:

- Successfully managed time constraints and urgent requests from the Sales team, effectively collaborating to win new business.
- Addressed leadership gaps by assuming additional responsibilities, including managing a team of 3 employees and performing managerial tasks.
- Demonstrated adaptability and expertise, stepping into your manager's role, and delegating effectively to ensure organizational success.

CCC INFORMATION SERVICES

DEC 2017 – FEB 2020

Operations Analyst

CHICAGO, IL

- Served as pricing subject matter expert within Insurance Services Group
- Insurance Services Group (ISG) team lead in Salesforce CPQ and Salesforce Einstein Analytics
- Analyzed sales pipeline and customer trends to identify impacts on current performance, revenue trends and growth opportunity

Key Achievements:

- Led expansion of new Salesforce CRM implementations to enable greater adoption by organization.
- Delivered monthly and quarterly presentations to sales executives, senior leadership, and senior management to provide sales process updates and improvements.
- Optimized productivity across all channels of Insurance Services Group sales through internal process improvement and sales team support, leveraging existing productivity tools.

EZLINKS GOLF LLC

JUNE 2013 – NOV 2017

Senior Customer Success Manager

CHICAGO, IL

- Assisted with training and mentoring new hires to help expedite their product and industry knowledge
- Product expert and team lead for Salesforce CPQ
- Lead webinar series lasting two months for EZLinks customers on best practices
- Attended PGA Merchandise Trade Show from 2015 – 2017 on behalf of Customer Success team
- Accountable for growing client relationship as well as on-going assessment each relationship
- Conducted annual business reviews in person providing product and service consultations/demonstrations
- Consulted and planned projects with clients and internal departments
- Attended nation-wide industry conferences, regional meetings, and trade shows to promote company

Key Achievements:

- Presented at Marriott International GolfCON 2016 to over 100 attendees.
- Participated on Industry Experts Golf Panel at Marriott International GolfCON 2017.
- Lead webinar series lasting two months for EZLinks customers on best practices.
- Planned & organized client meetings for over 100 EZLinks employees to visit customers in the Greater Chicago Area from 2013 – 2016.
- Responsible for managing relationships for 150 clients, over 3M in annual revenue.
- Exceeded 2015 & 2016 quota by 30% securing an additional 1M in annual revenue.

INXPO

OCT 2012 – MAY 2013

Sales Consultant

CHICAGO, IL

GROUPON GETAWAYS

FEB 2012 – SEP 2012

Area Sales Manager

CHICAGO, IL

TRANSLATIONS.COM

JUN 2010 – JAN 2012

Account Coordinator

CHICAGO, IL

EDUCATION**WITTENBERG UNIVERSITY**

AUG 2006 – MAY 2010

BACHELOR OF ARTS, BUSINESS MANAGEMENT AND OPERATIONS

SPRINGFIELD, OH

- The Fraternity of Phi Gamma Delta
 - Recruitment Chair, 2007-2008
- Wittenberg University Baseball
 - Captain, 2009-2010
- Student Athletic Advisory Committee
 - Baseball team representative