

## ***Sample Combination Resume***

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### **SUMMARY**

District Sales Manager with expertise in business development, solution sales and technology. Significant experience in new product marketing: product launch and marketing strategy, strategic alliance building, project management and consultative selling. Skilled at relationship building, channel and OEM sales, contract negotiations, and closing sales. Consistent top performer with record of achieving results, generating revenue, exceeding sales quotas, and delivering exceptional customer service. Excellent interpersonal, organizational, presentation and writing skills.

### **WORK HISTORY**

#### **CONSULTANT**

**2002-2003**

#### **ECG CORPORATION**

**2000-2001**

*Director, Business Development 2000-2001*  
*Senior Programme Manager, 2000*

#### **Results/Customer Service**

- Proposed first company-wide print and document strategy with expected savings of \$20 million per year.
- Developed sales/marketing campaign awarded national quality award based on Six Sigma criteria.

#### **Interpersonal Skills/Organizational Awareness**

- Worked with key departments to define technology needs and product development courses, market positioning, network deployment and partner activities.
- Developed marketing strategy for “sell through” and “sell with” activities between company and preferred technology vendor.

#### **LEXMARK INTERNATIONAL, INC.**

**1992-2000**

*Senior Consultant, Education and Government Sales, 2000*  
*Special Assistant to Director, Healthcare Sales, 1999-2000*

#### **Results**

- Selected for Winner’s Circle for top 2% of U.S. sales professionals.
- Named Account Executive of the Year, three years, and of the Quarter, 14 quarters.
- Sold one million custom-built inkjet printers after identifying partnership opportunity with Micron.

## **Impact and Influence**

- Managed major client business engagements across U.S. to maximize healthcare team revenue; exceeded \$6 million goal in five months.

*District Sales Manager, 1997-1999*

*Senior Programme Manager, Strategic Alliances, 1996*

*Senior Account Executive 1994-1996*

*Account Systems Engineer/National Account Executive, 1992-1993*

## **Results**

- Achieved highest revenues of first-year sales managers and ranked in top 10% of all sales managers in employee satisfaction ratings, 1998.
- Managed team responsible for \$12 million national purchase agreement with Columbia/HCA.
- Won Sales Director Award as top-ranked sales performer in U.S. Healthcare division, two consecutive years.
- Coached sales and technical support team to develop more innovative sales strategies; increased sales 20% annually per territory.
- Grew revenues in new healthcare territory to \$2.6 million in two years.

## **Impact and Influence/Interpersonal**

- Facilitated team of 12 employees to develop "Business Advisor" CD-based consulting tool for U.S. sales force; exceeded functionality and stayed under budget.
- Mentored 11 new hires on sales team; developed, implemented, and tracked results of marketing and sales strategies for team.
- Worked as key member of team developing marketing campaign and presentations to introduce *total cost of printing* concept to customers.
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## **Customer Service/Organizational Awareness**

- Coordinated team introducing first global 24 by 7 non-stop service and parts delivery offering for NCR.
- Managed CRM project for Global Strategic Sourcing, with projected customer satisfaction rating improving from 67% to 89%.
- Convinced clinical and IT managers to purchase platform upgrades despite competition from onsite vendor; managed rollout at County Hospital District.
- Recognized for successfully managing 11 sales/technical/administrative employees selling printing equipment/services to healthcare customers in 23 state region.

## **IBM CORPORATION**

**1987-1993**

*Account Systems Engineer, 1990-1992*

*Printing and Desktop Publishing Specialist, 1988-1990*

*Dealer Account Representative, National Distribution Division, 1987-1988*

- Selected for IBM 100% Club.
- Improved IBM printer market share in territory from 9% to 20% in two years.

## **EDUCATION**

Bachelor of Business Administration, Marketing, Magna cum Laude  
University of Houston, Houston, Texas