William J. Bartlett

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Driven, charismatic and ethical Account Manager has over 25 years of experience managing complex sales engagements. Consummate professional excels in leading both direct sales and sales operations and in driving growth of company revenues. Demonstrates persistence in building new business, managing distributor relationships, securing customer loyalty, and forging strong relationships with business partners; valued turnaround specialist, excellent communicator with the ability to actively manage change. Active health and fitness advocate that thrives in demanding, challenging sales environments and excels under pressure. Competencies include:

⯍ Strategic Selling/Solution Selling Strategies ⯍ Build executive relationships at all levels

⯍ National Account Management ⯍ Manage large complex projects ⯍ Dynamic & High-Impact Sales Presenter ⯍ Ability to sell to all levels of organization

Professional Experience

**Traq Global Ltd.** 2016-Present

Director of Sales

* Executed vertical-specific sales strategy to increase market presence
* Generate significant new accounts through focused cold-calling strategy
* Implemented partner distribution strategy to increase market penetration and geographic reach
* Secured large, national distribution partners to expand sales coverage
* Supervised and trained inside sales team to increase sales activity

**Presidio Networks Corporation** 2015 – 2016

Senior Account Executive, Chicago Office

* Collaborative selling focused on Enterprise Networking, Collaboration, Mobility, Security, Data Center and Services solutions
* Leverage strong network to drive new opportunities
* Hunter sales role driving new account acquisition in GEO, Commercial Mid Market and Select Space

**Cisco Systems, Inc.** 2010 – 2015

Enterprise Account Manager Healthcare, Chicago-Wisconsin Operation, US Enterprise

* Supported four Big Bet accounts focused on new selling motion, partner engagement strategies
* Leveraged internal specialist teams to increase customer engagement contact
* Coordinated account growth strategies with Vertical Teams to drive customer intimacy
* Achieved 120% Goal Fiscal Year 2014

Manager Business Operations, Strategic Partner Group, US Enterprise

* Coordinated Large Account review process and implementation to Senior Leadership
* Led Data Center focused engagement process “Better Together” with partners across all regions
* Demonstrated incremental pipeline and revenue growth through ecosystem partner engagement
* Managed Large Account Review design, implementation process for Senior Leadership
* Supported cross-functional internal partner teams to address sales organization field requirements
* Implemented internal website focused on Strategic Partner engagement for Enterprise Sales teams
* Supported internal partner Business Development managers to promote their partners to field sales
* Coordinated targeted sales promotions in order to build joint account team engagement
* Provided partner support for several large account teams focused on Data Center sales opportunities

**Professional Fitness Concepts, Inc.** 2008 – 2010

Director, Commercial Sales

*Joliet, IL*

* Directed commercial sales for a $6 million distributor of commercial and residential fitness equipment, targeting the Illinois and Wisconsin market.
* Provided cross-functional team training, coaching, increased territory performance by 100%.

**Technogym USA Corporation** 2007 – 2008

National Account Sales Director

*Seattle, WA; Gambettola, Italy*

* Achieved a 250% increase in business by turning around largest key account and increasing order size by 200% with intense focus on customer service, order and inventory management.
* Received top production award for largest single order in 2nd Q 2008; penetrated key accounts by repositioning the company’s profile, strengths and industry experience.

**Star Trac Fitness** 2004 – 2007

Regional Sales Manager

*Irvine, CA*

* Improved territory performance by 110% in first 12 months through stabilizing company presence and increasing National Account business.
* Achieved 200% of YMCA market segment quote by implementing customer focused sales plan and leveraging relationships.

**Diagnostic Products Corporation** 2002 – 2004

Territory Manager

*Los Angeles, CA*

* Directed and coordinated activities involving sales of medical devices; invited to speak at DPC National Sales Meeting, presented on teamwork and consultative selling.
* Determined price schedules and discount rates; reviewed operational records and reports to project sales and determine profitability.

**Abbott Laboratories** 2001 – 2002

Territory Manager – Diagnostic Division, SE Region-Atlanta

*Alpharetta, GA*

* Exceeded sales quota and total company market share in assigned territory; aggressively solicited orders from present and prospective customers for the products assigned.
* Updated customer record books and other records (hospital and physician profiles) in accordance with the Regional Director instructions.

Other Work Experience

**FreeMotion Fitness,** Northeast Regional Sales Manager, Colorado Springs, CO 1999-2001

**CYBEX International, Inc.,** Territory Sales Manager, *Ronkonkoma, NY* 1993 – 1999

**Star Trac Fitness**, Territory Sales Manager, *Irvine, CA* 1991-1993

**Pacific Bell**, Fitness Facility Project Manager, *San Francisco, CA* 1989 – 1991

Education & Technical Skills

**University of Phoenix,** 2014, Master Business Administration (First Class of Cisco-only Cohort)

**University of Wisconsin-La Crosse**, 1989, Bachelor of Science in Exercise Science

Other information: 2005 Ironman Wisconsin Triathlon Finisher ⯍ Age Group Champion 2008 Racine Half Ironman Triathlon ⯍ Volunteer Laboratory Subject for Gatorade Sports Science Institute (GSSI) ⯍ Consultant for National Football League, National Basketball Association, National Hockey League, MLB

*References Provided Upon Request*