

JENNIFER MACKEY

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Professional Summary

Revenue focused top producer with 10+ years sales experience professional. National sales leader with history of delivering quota-surpassing performance across diverse industries through relentless customer focus and disciplined sales strategy execution. Cultivated top 500 national & government accounts while calling on national accounts in food, beverage, pharmaceutical, multi-unit retail. A proven ability in expanding product/program lines, increasing revenue streams while capturing market share in highly competitive segments. Skilled in building a vision in sales success and executing strategies that generate quantifiable results. Unwavering commitment to customer service with the ability to build productive relationships and resolve complex issues winning customer loyalty.

Expertise & Key Strengths

- 7 Time President's Club Awards; Consecutive 3-year President's Club Award Winner
- Self-Directed, Highly Organized, Goal & Detail Oriented Sales Generator, Client Educator
- Recruit, hire, manage, cultivate and provide ongoing development and overall supervision to Regional Field Sales Team (Average 15 Representatives).
- Consistently exceeded annual target quotas across multiple territories for past 10 years by at least 30%
- High Impact Presentations for Continuing Education for Commercial Engineers, Architects and Designers
- Executive Leadership / Decision Maker/ Team Building / Client Retention / Relationship Management
- Coached, Mentored and Motivated sales team of 15 to success in highly competitive, vertical markets
- Strong Negotiation and Closing Skills, B2B Sales Driver, Strategic Sales & Marketing Plans
- Complex Product Sales Planning/Execution with commercial clients; hospitals, military, schools and retail

Work History

Regional Sales Manager/Educator- 2017 – Present – Manage Southeast Territory

Regenerative Medicine of Mississippi – Tupelo, MS - Remote Office

- Give High Impact Adult Educational PowerPoint Seminars on benefits/results of Regenerative Medicine.
- Manage & co-facilitate patients attending seminars for appointments with Clinic Doctors for Regenerative Medicine.

Regional Sales Manager, 2011 - 2015 – Managed 12 States & International Territory

BI Nutraceuticals, Inc – Long Beach, CA – Remote Office

- Acquired territory and exceeded business development growth projections by 140% in first year.
- Devised strategic sales strategies for new & current clients to increase growth by 33% in first 6 months.
- Won President's Award 3 years consecutively while generating new products into marketplace.
- Exceeded Sales plan by 40% 3 years in a row and held top 2 performance ranking in company.
- Managed/Led sales campaigns to manufacturers/co-manufacturer partners.
- Executed strategic plans, winning sales presentations, new business development, account retention, and competitive marketing product lines that generated multi-million-dollar operational results.

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- Forged Vertical Relationships and negotiated/delivered sales with national Food & Beverage, Dietary Supplement, Sports Nutrition, Personal Care, Animal Nutrition Accounts such as Coca-Cola, Tropicana, Florida Naturals, Celestial Seasonings, Abbott, Baxter and GNC.
- Collaborated with client R&D Divisions to bring new products to market increasing revenue share.
- Managed Projects, Develop forecasts, budgets and operating plans for product sales channels.

Regional Commercial Architectural Sales Manager, 2003 - 2010 - Managed 10 State Territory

Interstate Structural Brick Company – West Jordan, Utah – Remote Office

- Generated territory sales objectives outperforming sales budget target by double digits 32 -37% increase annually for 7 years for commercial building projects ranging from 10 to 100 million dollars.
- Achieved highest average net selling price in the company among 15 sales managers in a weak construction economy despite strong competition from prevailing competitors in the field.
- Achieved a 91% sales conversion rate average on bid projects in struggling commercial construction economy specifying structural buildings in the school, healthcare, retail and government channels.
- Built and maintained a successful vertical distribution channel with national accounts in territory.
- Cultivated, acquired, negotiated projects with national customers such as Walmart, 24-Hour Fitness, Sam's, Home Depot, Target, Government Wastewater Plants, Government Military Installations, Sports Stadiums.
- Designed and conducted five different technical learning presentations to the American Institute of Architects and Engineers which resulted in state required Continuing Education Units for license upkeep.
- Presented 60 plus Lunch & Learn AIA presentations per year to commercial Architects/Structural Engineers.
- Trained/mentored 18 regional distributor sales personnel on successful selling and technical product data.
- Implemented complaint guidelines and procedures for distributors along with negotiating/mediating customer complaint resolutions.
- Accountable for project management life cycle, territory expenses and company gross profit margin with national accounts in region.

Manufacturer's Sales Manager, 2002-2003

J.R. Jones & Associates, Inc – Denver, CO – Remote Office

- Increased yearly sales by 52% through negotiated work and hard bid status calling on commercial general contractors, Architects, designers & wholesale distributors selling commercial construction products.
- Liaison with Government architects, contractors and customers specifying to gain approval of product lines.
- Directed all sales phases of project management life cycle, bids, costs, capture management.
- Controlled all profit/loss, bidding, scheduling, and managing against a specified sales target on all projects.

Education

Bachelor of Science Degree: Mississippi State University

Doctorate Student – Life University – 100% self-financed.

Job Interests

- **Senior Sales Executive**
 - **Director of Sales**
 - **National Sales Manager**
 - **VP of Sales**
- Open to Relocation & Extensive Travel