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SENIOR EXECUTIVE SALES LEADER

~ *Driving Rapid Revenue Growth Through Effective Negotiation, Deal Structure, and Talent Management* ~

Strategic National Accounts ▪ Sales ▪ Business Development

Strategic Sales and Change Management Leader who creates profitable solutions, leads teams and organizations through mergers and acquisitions, and develops mutually beneficial partnerships with customers and vendors

Expert at Building Advanced Profit Optimization Strategies and unique service propositions resulting in multi-million dollar deals

Highly Effective and Creative at Driving Profitability through multiple revenue streams, account retention, and cost saving initiatives to positively impact the bottom line and ensure sustainable sales and earnings growth

Successful at Development of Hiring and Retention Methodologies for sales representatives and top talent

LEADERSHIP PERFORMANCE BENCHMARKS

- ✓ Signed two 1st of a kind key strategic partnership agreements contributing to >80% in account revenue growth
- ✓ Expanded new Preferred Supplier Partnerships from two to five, adding >\$570M in revenue opportunity
- ✓ Built, expanded, and sold two successful businesses
- ✓ Retained as the only sales management team member after corporation acquisition and provided leadership to 40 sales representatives, met budget goals, and achieved less than 10% sales representatives' turnover
- ✓ Created and led 1st National Accounts department and spearheaded 150% revenue growth

LEADERSHIP SKILLS AND COMPETENCIES

Business Development ▪ Operations ▪ Financial Forecasting ▪ Account Retention ▪ Change Management ▪ Sales Training & Development ▪ Customer Satisfaction ▪ Market Analysis ▪ Brand Management ▪ Profit Optimization ▪ Competitive Product Positioning ▪ Product Life Cycle Management ▪ Multimedia Marketing Campaigns ▪ Sales Management ▪ Strategic Planning ▪ Business Relations ▪ Process Improvement ▪ P&L Management ▪ Budgeting ▪ Performance Management ▪ Team Building

PROFESSIONAL EXPERIENCE

ABC Company, Rockville, MD, 2014 - Present

Vice President Enterprise Sales

Brought on board after the acquisition merger of ABC Company and The XYZ Group to be part of and implement the change management as VP of Strategic Accounts and one of seven key experts. Charged with growth development and sales execution strategies for key accounts with \$40M revenue. As top contributor, lead enterprise sales and change management processes for a \$2.6B firm with 22,000 employees. In close collaboration with C-Suite executives, department leads, and subject matter experts, create and implement improved contract negotiation and deal structure approaches/strategies, leading to exceeding company EBITDA target by 100%.

Improved Sales Performance through Strategic Leadership:

- Provide strategic leadership and mentoring to ~250 business developers and Regional Vice Presidents of Sales to drive insights, educate on roles and responsibilities for winning contracts, and ensuring information flow down to the local teams.

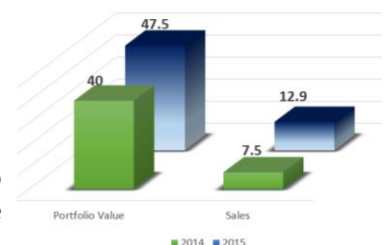
Generated Rapid Revenue Growth:

- Generated \$12.9M in sales in 2016 increasing account revenue by >80% by growing existing accounts and signing two new key strategic partnerships.
- Increased new accounts revenue to \$7.5M and grew portfolio value to \$47.5M in one year.
- Increased revenues from new business opportunities from one strategic partner from \$2M in 2015 to a projected ~\$9M in 2016.

Enhanced Processes to Drive Sales:

- Develop deal process for large accounts (>\$200K), as a member of six-team leadership committee, aimed to ensure streamlined communications and improved deal closure rates.
- Created foundation for competitive proposal delivery and won a \$3.5M contract.

Portfolio Growth
(in millions)



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