
CLIENT NAME/CHIEF REVENUE OFFICER

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Senior Sales Leadership – Business Transformation - Mergers & Acquisitions – Executive Management

EXECUTIVE PROFILE

Strategic, entrepreneurial Executive Sales Executive with 15+ years of record breaking sales, finance, marketing, and operational success. Highly sought out nationally by emerging companies and startups to create and implement sales strategies and sales process frameworks from the ground up. Proven change agent and stakeholder mobilizer. Branded in the technology and business solutions industry as the *Turnaround Executive*...generating revenue and reversing declining sales. Recruit, hire, and train sales and marketing teams that deliver results in highly competitive markets. The go to “sales excellence” expert in company-wide sales training.

VALUE OFFERED/PROVEN CORE COMPETENCIES

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|-------------------------|------------------------------------|-------------------------------|
| ▪ Turnaround Management | ▪ New Market Navigation | ▪ National Account Management |
| ▪ Product Development | ▪ Data/Metrics Analysis | ▪ Revenue Acceleration |
| ▪ Client Partnerships | ▪ Technology Offerings & Solutions | ▪ Systems Integration |

PROFESSIONAL EXPERIENCE

CLIENT COMPANY, USA

2012- PRESENT

Market leader in the media solutions industry. Targeting the consumer on-the-go. Some national clients include: Chevrolet, Walmart, Frito Lay, McDonald's, Subway, MillerCoors, Citgo, Burger King, GE Capital, and PNC.

Chief Revenue Officer

Handpicked by the Chairman of the Board to create sales strategies, integrate sales management systems and build a national sales force combined with an innovative, consumer-driven marketing division from square one.

- Transformed the strategic vision and business planning for long-term revenue goals and business unit expansions.
- Directed and expedited scalable company growth (+50%). Pioneered new sales and marketing strategies nationwide.
- Identified revenue-related areas of opportunities for mergers and acquisitions. Leveraged advanced data analytics.
- Aggressively built new business pipelines. Presented value schemes, negotiated contracts, closed *company-first* deals.

CRO Key Highlights & Achievements

Total Revenue Performance: 4 –year track record- 2012 \$27M, 2013 \$32.9M, 2014 \$38.2M, 2015 \$48.7M (projected).

Customer Increase: 2012 374 accounts, 2013 484 accounts, 2014 635 accounts. Customers increased over 30% in FY'14.

Hiring & Onboarding: Representatives generated \$1.2M to \$1.5M in revenue annually due to revamped training.

Divestiture Preparation: devised a profitable divestiture strategy, assembled an Executive advising team, packaged financial forecasts, and identified private-equity investors. Successfully optimized company valuation.

CLIENT COMPANY, USA

2010 – 2012

Global leader in SaaS talent management solutions and cloud technology. 22.2 million users across 191 countries. Some clients include: Walgreens, Starwood Hotels & Resorts, Xerox, Virgin Media, and Turner Broadcasting Company.

Director of Sales

Recruited to train and develop a sales team, increase the client base, and grow sales revenue in record numbers.

- Revitalized an underperforming sales team within the first 90 days. Revamped the training & mentoring program.
- Managed the fastest growing region in the U.S. Grew staff from 8 to 40 representatives. Achieved 93% retention.
- Created a strong sales culture and sales process infrastructure. Surpassed sales quotas by average 37% annually.

CLIENT COMPANY, USA

2009- 2010

SaaS Workforce solutions provider to mid-sized companies. 360° approach to client service. Purchased by ADP in 2010.

Regional Sales Manager

- Created the strategy and lead the execution of an effective SaaS Workforce Solution launch for the mid-market.
- Led the Midwest and Western region teams. Executed consultative selling techniques to penetrate target accounts.
- Developed lucrative key account networks. Doubled projected sales results. Accelerated the revenue ramp.

CLIENT COMPANY, USA

2001 - 2009

Vice President, Sales *Reported directly to the President of Small/Medium Client Division*

2008- 2009

- Shaped new marketing, sales operations and product management strategies that spurred top line growth by 17%.
- Directed a U.S. team of 5 Sales Managers, 50 Sales representatives, 4 Solutions Consultants and Sales Operations Staff.
- **Senior Sales Leadership Achievement** – Team exceeded \$20M new sales quota. #1 sales division in the U.S.

Vice President, Sales Operations *Championed sales effectiveness for 600+ organization*

2006-2008

- Executed quality training in Six Sigma. Implemented sustainable productivity improvements in lead generation, talent management, compensation plan design, and the sales process.
- Steered successfully the national sales effectiveness-training program. Provided sales organizational direction to 600+.
- Drove double digit sales by turning around an underperforming team through a newly streamlined sales process.
- Generated a new revenue stream by establishing a new Telesales group. Generated \$9M in additional revenue.

Group Vice-President, Sales *Mid-to-Large Market Organizations*

2005 - 2006

- Developed and executed effective sales strategy to reverse a declining market. Result: double digit growth by 138%.
- Executive Sales Champion of integrated project delivery. New product introductions achieved 92% success rate
- **Special Recognition for Achievements:** Vice-President of the Year in 2005 & President's Club Member in 2005.

Area Vice President, Sales *Promoted to replicate the Chicago market strategy across the Central Region*

2004 to 2005

- Led the rapid turnaround of 6 declining markets. Developed and implemented national boot camp training initiative.
- Built a top-selling sales culture (Result: +double digit sales growth). Integrated analytical sales tools and metrics.
- Doubled share of total region revenue and led the division in quota performance. Result: President's Club FY '04.

District Vice-President, Sales, Chicago, IL *Promoted to open the Chicago market*

2002 to 2004

- Designed and executed the entry strategy for the Chicago market. Built sales plans and strategic pricing policies.
- Launched a full-scale sales campaign. Increased territory sales from 0% to 137%. Exceeded \$2.5M quota.
- Independently staffed and trained a team of 8. Achieved: "Top Manager of the Year" FY '03. President's Club FY '03.

Major Account Sales Representative, Chicago, IL *Recruited to penetrate a saturated Midwest Region*

2001 - 2002

- Ranked #1 of 15 agents. Managed 125 accounts. President's Club FY '01 – 105% attainment of a \$1M quota.
- Landed the first BPO client in company history (\$2M) with a cold call. Outperformed major competitor, ADP.

CLIENT COMPANY, USA

1999 - 2001

*Provider of business software solutions to the manufacturing, distribution, retails and services industries.***Territory Manager** *Recruited to revive the Great Lakes/Midwest Region*

- Produced 50% of lead generation. Generated \$1M+ revenue FY '00. Gained 10 new accounts within the first 6 months.
- Ranked 4th "Top Revenue Producer" out of 100+. Constantly delivered profitability 22% above agent average.
- Revamped regional training. Reduced "time to first deal" from 250 days to 100. Orchestrated the biggest regional deal \$325k. Appointed to the Sales Advisory Leadership Council and asked to pilot demand generation programs.

EDUCATION

University of USA**Bachelor of Science in Business Administration**

Areas of Concentration: Marketing and Accounting

TRAINING

- Professional Selling Skills • Account Development Strategies • Team Leadership Effectiveness • Corporate Vision Planning • Executive Selling • 9 Boxes (E.D.O.D.) • Sales Excellence • Sales Coaching • Sales Negotiations
- MBTI & FIRO – B • Miller Heiman: Strategic Selling, Conceptual Selling Solution • Certified Champion & Yellow Belt – Six Sigma • SPIN Selling • Quality Leadership Development • MAP • Challenger Sales Model • Five Dysfunctions of a Team Center for Sales Strategy