

Instructor • Trainer • Educator Sales Potential • Marketing Strategies • Entrepreneurial Success

Global Marketing Executive, with extensive experience educating consumers, coaching and training effective sales teams, building creative presentations, and forging strategic long-term client relationships. Resourceful, participative and mentoring leader, for example – created monthly product training seminars and paired with weekly marketing call, resulting in expertly educated sales team and improved alignment with corporate programs. Success-driven sales closer with a reputation for “closing soon and often” and maximizing market share by closing sales competition sold but failed to close.

**Sales Team Management • Presentations • Global Market • Public Speaking
Relationship Building • Sales & Marketing Campaigns • Contract Negotiations & Development
New Product Launches • Distributor Networks • Sales Forecasting • Business Analysis**

Business Expertise

Marketii.com, London, UK

June 2000–Present

Vice President – Sales & Managing Director EMEA (Europe, Middle East, & Africa) (2007–Present)

Director, Western Area Sales (Los Angeles, CA) (2000–2007)

Promoted to Managing Director of EMEA to lead global sales of market intelligence services, custom consulting, and research projects to targeted market of electronic equipment manufacturers, electronic component suppliers, contract manufacturers, and financial organizations for corporation with annual sales of \$25 M and an average sale of \$45,000.

- ☑ Reignited sales team morale by keeping “fun” in the equation and buffering intense corporate pressure focus on only sales numbers, resulting in the elimination of voluntary turnover for 3 years.
- ☑ Charged sales team with researching Federal European Union projects or tenders, resulting in \$175,000 in new business in last 12 months.
- ☑ Fostered team selling between EMEA team and North American team in global account, resulting in increased sales at several global automotive companies and mobile phone manufacturers.
- ☑ Propelled sales by 20% from 2007 to 2008, an increase of \$900,000 from \$4.2M to \$5.1M by greater focus on sales, garnering additional inside sales person support, improving sales proficiencies in France and Germany, and removing of sales rep’s operational role.
- ☑ Slashed travel expenses through more aggressive management of travelers behavior (such as, cutting car expenses and benefits by collaborating with HR to lower costs), resulting in higher profit margin in region.
- ☑ Targeted Israel’s high tech industry and built strategic relationship with consultant to market to Eastern Europe and Russia, resulting in boosting sales to Russia by \$300,000 in past 12 months and drastically multiplying Israel-based sales.
- ☑ Spearheaded sales initiative of PhotoVoltaic research in Europe, an industry leader, resulting in achieving leading region in sales of PV market research.

As Director of Western Area Sales, managed, sold, and serviced clients throughout much of Western United States and built formidable sales team in Silicon Valley and Pacific Northwest, by implementing strategies such as building team rapport while traveling, co-delivering presentations, and joining forces on complicated negotiations requiring high levels of corporate resource coordination.

- ☑ Motivated and mentored winning sales team through interfacing for team with corporate, and securing exposure and essential resources from corporate to region.
- ☑ Coached and collaborated with sales team members on targeted opportunities and prioritized highest probability of closing.

Business Expertise

– continued –

Surtec Corporation, Phoenix, AZ / Los Angeles, CA

1998–2000

Branch Director

In California territory, devised major account plans with sales team, including organizational charts, sales goals, action plans, timelines, as well as complete SWOT analysis (strengths, weaknesses, opportunities, and threats), resulting in crucial action plans that drove activities in 10 accounts with maximum business and growth potential.

At Surtec in AZ, rejuvenated declining consulting business acquired by major corporation, integrating company's business practices and processes, revamping management organization, and revitalizing declining business into flourishing operation.

- ☑ Grew branch from 132 to 180 consultants in 15 months and energized organization to recover from 0 to 15% operating profit.

Software Alliance, Phoenix, AZ

1995–1998

Branch Manager

Built and managed professional services branch for Indiana-based company, acquired new clients and analyzed needs, recruited technical talent, and positioned staff onsite for billable assignments.

- ☑ Grew consulting practice from 5 to 23 billable consultants in first 12 months.
- ☑ Increased branch revenue to \$2.2M annually with an average 40% gross profit.

Comtechnet, Inc, Phoenix, AZ and other locations in CA and OR

1990–1995

Vice President – Business Development (1994–1995)

Director – Digital Business (1993–1995)

Regional Sales Manager (1991–1993)

District Sales Manager (1990–1991)

As Vice President of Business Development, managed a \$300M annual product line.

- ☑ Optimized inventory investments by increasing times turned and focusing on top movers.
- ☑ Convinced manufacturer to consign large inventory items, increasing return on assets and decreasing overall inventory.

As Director of Digital Business, managed an 11-state sales territory and delivered over-budget performance of \$35 M annually at 12% net operating profit.

- ☑ Significantly increased business by closing sales traditionally done directly by manufacturers.

As District Sales Manager, revitalized a declining territory in Portland, OR and developed key clients, strategic vendor relationships, and a portfolio of value-added resellers.

Prior Engagements

- ☑ Apple Computer, Inc. – Education | Reseller Account Executive – 10 years

Community Connections | Professional Involvement

Toastmasters • Arizona Software Association • Chambers of Commerce
Governor's Council on Economic Development

Education

Master of Business Administration (MBA) | Bachelor of Science – Business Administration

Duke University, Durham, NC