

## NAME

Address

Phone • Email

### SALES EXECUTIVE • SALES MANAGER

Resilient sales professional with a track record of delivering strong results and quickly adapting to changing market demands and business conditions. Analyze prospect needs and develop persuasive business case for new products or services, using consultative selling skills to convey ROI and savings opportunities. Build and manage channel networks. Develop and implement sales strategies. Coach and mentor teams, aligning sales activities worldwide with strategic goals.

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Sales • Account Management • Relationship Management • Business Development • Global Sales Leadership • Consulting • Finance • Budgets • ROI • Negotiations • Decision-Maker Influence Strategic Planning • Cost Control • Business Analysis • Communication • Customer Service Channel Management • Territory Management • Diverse Cultures • Product Distribution

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### PROFESSIONAL EXPERIENCE

#### COMPANY, Location • 2008-Present

*Leading supplier of digital offset printing solutions for the communication and printing industries.*

**Account Executive:** Develop relationships with key printing industry decision-makers in New England and New York, making the business case for company products via consultative selling. Analyze prospect business needs and present financial savings and ROI opportunities as well as product features. Direct channel partner relationships. Visit up to 30 accounts per week.

#### Key Accomplishments:

- Improved territory equipment sales 500%+ and consumable sales by over 600% during tenure, achieving top-2 status in press sales despite industry weakness and economic challenges.
- Built productive dealer network in difficult territory, bringing 5 new partners on board; skillfully managed budget and consistently generated positive results in declining industry.
- Gained prospect trust by thoroughly analyzing business needs, and overcame barriers presented by credit status by tailoring offers to customer needs and expanding prospecting activities.

#### COMPANY, Location • 2003-2007

*Printing industry hardware, software and products company that was acquired in 2006; Graphic Arts annual sales of approximately \$2B.*

**System Sales Solution Manager:** Managed territory sales (New England, New York and New Jersey), developing customer relationships and presenting company value proposition to drive new business. Implemented and managed direct sales and dealer channels. Traveled extensively throughout assigned regions, analyzing customer requirements, making presentations and ensuring overall satisfaction.

#### Key Accomplishments:

- Achieved top sales designation in commercial division in the Eastern US, bringing on the most equipment and consumables customers and exceeding \$2M yearly equipment sales target.
- Managed sales and budgets for all graphics products after acquisition, as the only former regional employee retained, and led the area in new product and equipment sales.

**COMPANY, Location • 2003**

*Business consultation and turnaround company that improved client operations and performance.*

**Executive Business Analyst:** Assessed operations at underperforming companies, conducting in-depth analyses to identify opportunities for improvement. Presented findings to executive teams, making the business case for companies to engage consulting services to improve performance.

**Key Accomplishments:**

- Played an integral role in saving 5 companies from bankruptcy and consistently generated strong revenue for consultancy.
- Gained valuable experience with all phases of business operations and key success factors.
- Produced executive summaries that provided detailed information on topics such as management methodologies, industry ratios / comparisons, audits, etc., and created action plans.

**COMPANY, Location • 1997-2002**

*Graphic arts, printing and publishing hardware, software and products manufacturer and distributor with peak earnings of approximately \$2.5B.*

**National Sales Manager (1999-2002):** Led development of domestic joint marketing alliance as National Sales Manager, driving higher sales through stronger network.

**Key Accomplishments:**

- Consistently exceeded sales objectives, selling nearly a quarter of Platesetter Solutions in the US.
- Exceeded quota by 120% on profitable product sales by leveraging customer base.

**Director of International Sales, EPS Division (1997-1999):** Distributed electronic prepress systems as Director of International Sales, leveraging subsidiary and dealer channels to develop business worldwide.

**Key Accomplishments:**

- Increased global equipment sales from \$7.1M to \$191M, developing relationships with customers in the Pacific Rim, Middle East and Africa regions.
- Successfully directed 100s of staff members, creating and implementing strategies that generated exponential growth in 75+ countries.

**CAREER NOTE:** Prior job history with Company includes Account Executive, Systems Sales Executive and District Sales Manager roles.

***\*\*Willing to Relocate & Travel Extensively for Business\*\****