

## BUSINESS DEVELOPMENT CONSULTANT

### Summary

Strategic Business Development Executive Entrepreneurial and strategic sales and business development executive with a 7-year track record of exceeding \$500,000/month in revenues, and continuous advancement in selling enterprise software and distributing mobile technology. Strategic achievements include 90% and 83% market penetration with two software startups. Strengths Strategic SaaS Sales Go To Market Strategy Sales Operations Relationship Management Enterprise Software Channel Sales Strategic Partnerships Business Intelligence & Data Analytics

### Experience

#### Business Development Consultant

September 2014 to Current Company Name i¼ City , State

- Hired as consultant to establish sales systems, carry out sales campaigns, and provide product input on Business Intelligence Software.
- Recruited five retail chains within 2 months representing 167 store locations, to commit to purchasing the client's software product and collaborate on its features, with the product is still in beta.
- Implemented sales systems combining inbound and outbound lead generation, implemented new CRM, and re-launched the company website.
- Designed sales forecasting software product, and collaborated on business intelligence software, leveraging a foundation in economics and experience with statistical forecasting.

#### Distribution Manager

March 2014 to September 2014 Company Name i¼ City , State

- Hired to develop distribution channels with auto dealerships and implement inbound marketing programs to sell the PLUGLESS charger for Electric Vehicles.
- Secured the #1 dealership selling Electric Vehicles in Canada as a reseller Implemented sales systems for inbound lead generation, implemented new CRM Conducted lead generation programs and online marketing campaigns with 20%+ response rates This position was eliminated after General Motors failed to approve PLUGLESS as an aftermarket product to be sold or installed by its U.S.
- dealerships.

#### Vice President of Marketing and Business Development

January 2009 to March 2014 Company Name i¼ City , State

- Joined San Francisco based technology startup as Director of Business Development to create partnerships with Telecom carriers.
- Brought company from \$0 to \$250,000/month within 10 months by closing exclusive deals with Verizon Wireless, T-Mobile, and Cricket Wireless by selling into executive, marketing, and IT departments Grew market share from 0% to 83% within 2 years by closing deals with 9 of the 11 largest cell phone carriers in North America which later included: AT&T, Alltel, US Cellular, Rogers, and TELUS Led negotiations for \$3M/year Verizon Wireless contract, in a six-month sales cycle with negotiation centered on securing an exclusivity clause Generated \$90,000/month from co-marketing partnerships with sites such as AccuWeather.com and a network of College Sports sites Improved customer loyalty by 35% by optimizing promotional messaging around KPIs such as conversion rates and customer loyalty Boosted revenue per account 40% by developing channel sales program with promotional schedules for each account.

#### Vice President

January 2004 to January 2010 Company Name i¼ City , State

- Hired as Project Manager to deliver new web and mobile services and promoted to Business Development Manager within six months, in which capacity I built the world's largest Direct to Consumer (D2C) mobile content distribution network.
- I was promoted to Director of Business Development after remaining the company's #1 revenue producer in North America for three years, and again to Vice President with P&L responsibility after successfully launching online marketing programs worldwide.
- Achieved sales quota every month from \$20,000/month in 2005 to \$500,000/month by 2008
- Captured 90% market share of the mobile Content Management System SaaS market within the Direct to Consumer marketing vertical
- Strengthened channel partnerships by signing licensing deals with HBO, NFL, The Simpsons, UFC and NCAA with preferred distribution rights to distribute to AT&T, Sprint, Tracfone and Cricket
- Secured \$250,000 Wal-Mart deal to provide CMS software license to power Wal-Mart's mobile music and games offerings, resulting in monthly licensing fees of \$20,000/month
- Augmented revenue by \$200,000/month by leading aggressive expansion into international markets, accounting for 40% of global revenue and 65% of global EBITDA
- Generated \$120,000/year in advertising services by championing innovative, high-margin business model with customer rewards programs by Microsoft, Cover Girl, Tide, NBA, Dominos Pizza, and ABC news affiliates Instrumental in 130% YOY pre-IPO growth from \$1.5M/year to \$3.5M/year in North American revenues personally accounting for 70% of revenue growth.

#### Marketing Coordinator / Business Broker

January 2001 to January 2003 Company Name i¼ City , State

- Managed direct mail marketing and spear-headed internet marketing initiatives to gain 10 for-sale listings with aggregate M&A value of \$27.M.
- Gained reputation as subject matter expert in restaurant, convenience store, and concrete businesses.
- Listed and closed three transactions with aggregate M&A value of \$3.4M.

## Education

B.S : Economics , 2004 Virginia Commonwealth University GPA: Cum Laude Economics Cum Laude

## Skills

accounting, ABC, advertising, Business Development, Business Intelligence Software, closing, CMS, com, consultant, content, Content Management, conversion, CRM, client, direct mail, economics, features, forecasting, internet marketing, Director, marketing, market, messaging, negotiation, negotiations, network, online marketing, producer, purchasing, retail, selling, sales, sales forecasting, San, Telecom, phone, website