

## BUSINESS DEVELOPMENT

### Summary

Results-driven and highly skilled (business development)account manager and marketing professional with over 10 years of experience developing and executing customized account plans to increase sales volume, market share, and relevance in the marketplace. Provide strategic value to customers including leveraging trends in customer industries/marketplaces to shape solutions and approaches driving overall business development. Open and clear communicator with demonstrated strategic vision and disciplined execution.

### Highlights

- Relationship Building
- Networking
- Sales/Market Analysis
- Strategic Planning
- Adept at Closing Sales
- Budget Development
- Business Development
- Account Management
- Analytical Problem Solver
- Profit Optimization
- Cost Efficiency
- Training and Development

### Accomplishments

- Grown sales revenue 85% in a depressed oil and gas market, consistently exceeding sales goals. (SunnySide Supply)
- Personally responsible for 100% of Erect-A-Step sales and 40% of overall company sales. (SunnySide Supply)
- Handle the highest volume/revenue accounts in assigned territory. (SunnySide Supply)
- Have obtained promotions and management opportunities faster than expected by employer. (SunnySide Supply and Davison)
- Won award for "Rookie Sales Director of the Year." (Davison)
- Consistently exceed sales quotas and always in the top 10% of the sales team. (Davison)
- Successfully expanded account base from 2 to more than 50 accounts. (Amore Limousines/Morgan Coach)
- Led sales team to grow revenue from \$50,000 to \$1.3 million in 6 years. (Amore Limousines/Morgan Coach)

### Education

Bachelor of Science : Marketing and Legal Studies in Business , 2006 Duquesne University i¼ City , State

### Experience

#### Business Development

September 2014 to Current Company Name i¼ City , State

- Responsible for overall company branding and marketing at trade shows and industry organizations.
- Business Development role responsible for obtaining new customers and building current customer base to increase sales revenue across all product lines throughout the company.
- Manager of premium product line called Erect-A-Step, covering the Northeast as a service territory.
- Grown Erect-A-Step sales revenue 85% in a depressed oil and gas market.
- Build strong relationships with new and current customers.
- Operate as a stand alone business within SunnySide Supply, therefore responsible for day to day operations, which includes: prospecting, customer contact, qualifying customers, presentations/demos, quoting, sales, follow-up, inventory management, and logistics.
- Perform field measurements to determine customer needs.
- Design/Configure platforms and crossovers per customer needs to meet OSHA regulations.
- Evaluate/Forecast customer revenue potential.
- Manage and direct inside Erect-A-Step team

#### Director of New Products

March 2013 to August 2014 Company Name i¼ City , State

- Create strategies to develop and expand existing customer sales, which resulted in a 30% increase in monthly sales.
- Maximize operational efficiency by coaching staff on various customer service initiatives.
- Maintain friendly and professional customer interactions.
- Emphasize product features based on analysis of customers' needs.
- Make an average of 75 calls/appointments per day to grow and maintain customer base.
- Very strong at building rapport and a bond with clients to increase sales and volume.
- Earned an elevated position as a "Statistical Tracker."
- Compile and report sales statistics as requested by management to maximize sales efforts of the team
- Collaborate with colleagues to exchange selling strategies and marketing information.
- Respond to all customer inquiries in a timely manner.

#### Director of Sales and Marketing/Business Development Manager

May 2006 to March 2013 Company Name i¼ City , State

- Created sales and revenue-generating opportunities in new markets to improve the bottom line.
- Developed strategies to position the business to shape and capitalize on emerging customer and market needs.

- Identified and solved complex problems that impacted sales management and the direction of the business.
- Cultivated strong professional relationships with industry partners by creating focused campaigns to drive long-term business development.
- Developed and implemented strategic marketing plans for the business.
- Launched a thriving transportation service, building revenue from \$50K to over \$300K in the first three years and a minimum 15% increase in revenue each year after.
- Oversaw front-office operations and provided superior customer service.
- Built a client base supported by 30% referral business which resulted in daily interaction with current and prospective clients.
- Managed all aspects of day-to-day operations as a multi-site manager of Amore Limousines, Morgan Coach & Tours, LLC, and 2 Sisters Travel, Inc.
- Finances: accounts payable/receivable, invoicing, forecasting, budgeting, and sales strategy.
- Managed/supervised a total of 26 employees.
- Facility rental/maintenance.
- Authored professional correspondence to customers and vendors.
- Created special promotions, wrote/designed print and outdoor advertising, created campaigns for trade shows, and coordinated all media buying.
- Prepared reports for sales, expenses, and maintenance ensuring full compliance with company, federal, and state requirements and tight deadlines.
- Concentrated on acquiring university and corporate contracts.
- Won 8 university and 43 corporate contracts over many competitors.
- Increased client base resulting from secured contracts.

#### Business Development Associate

January 2003 to May 2006 Company Name 1/4 City , State

- Developed and implemented cold calling strategies to increase client base.
- Identified market trends to maximize revenue.
- Focused on customer retention to maintain market share.
- Built long-term client relationships to position the business for growth.

#### Leadership Roles

- Member of Board of Directors, The Consortium for Public Education, 2010-Present.

#### Ongoing Community Service Initiatives

- Student of the Month Program, Turner Elementary School, 2004-Present.
- Created and operate the Student of the Month Program. Monthly "limo lunches" are donated for the Student of the Month program.
- Read-A-Thon Program, Evergreen Elementary School, 2007-Present.
- Created and operate the Read-A-Thon program. Quarterly "limo lunches" are donated for the students that read the most books in each contest period.