

## OWNER/OPERATOR

### Summary

Business development expert and top sales performer with 12+ years experience in Texas, California, and Oklahoma markets. Comfortable with new ideas, innovative products and start-up environments. Equipped with excellent negotiation skills, market insight and business acumen necessary to guide struggling and newly-formed companies to financial success.

### Highlights

- National account management
- Analytical problem solver
- Excellent sales techniques
- New product delivery
- Adept multi-tasker
- Top-ranked sales executive
- New program and promotion implementation
- Consultative sales techniques
- Strong lead development skills

### Accomplishments

- Surpassed all sales goals by 25+% in three regions.
- Developed highly effective sales training strategies.
- Established new company-wide policies and procedures, which resulted in increased revenue sales.
- Increased year-over-year sales by 10+% in every position held.
- Prepared complex financial statements, and interim/annual reports for retail and service businesses.
- Created strategies to develop and expand existing customer sales, resulting in 66% increase in annual sales.

### Experience

06/2011 to Current

Owner/Operator Company Name 1/4 City , State

- Developed new customer base and generated new accounts by implementing effective networking and content marketing strategies.
- Managed budget forecasting, goal setting and performance reporting for all accounts.
- Cold and warm called 100 new and existing accounts per day.
- Planned, organized and oversaw daily activities of multiple production crews.

11/2009 to 05/2011

General Manager Company Name 1/4 City , State

- Implemented business-building and relationship-building expectations with uniquely assigned accounts and customers.
- Led sales calls with team members to establish sales and customer retention goals.
- Hired and trained all sales staff for new store location.
- Generated monthly and annual sales reports.
- Created and directed sales team training and development programs.

10/2008 to 10/2009

Vice President of Sales Company Name 1/4 City , State

- Accountable for all company-wide sales including overall customer satisfaction.
- Created and directed sales team training and development programs..
- Monitored customer preferences to determine focus of sales efforts.
- Determined merchandise price schedules and discount rates.
- Developed and directed strategy for launch of new product.
- Increased membership base by 30%.

12/2006 to 10/2008

Vice President of Sales & Operations Company Name 1/4 City , State

- Accountable for sales and retention including overall customer satisfaction.
- Strengthened company's business by leading implementation of new product line and sales strategies.
- Delivered performance updates, quarterly business reviews and planning meetings.
- Planned strategic brand-building events to expand the product portfolio.
- Identified, coordinated and participated in client relationship-building activities and meetings.
- Increased sales production 50% and reduced attrition rate by 8%.

12/2003 to 11/2006

Area Manager Company Name 1/4 City , State

- Defined strategy and business plan for multiple locations.
- Directed strategic initiatives to achieve company goals.

- Increased profits by developing, initiating, and managing payroll, profits and losses, customer service, and sales for multiple locations.
- Developed and managed annual operating budgets.
- Mentored, coached and trained managers, department heads, and team members.
- Identified inefficiencies and made recommendations for process improvements.

10/2001 to 12/2003

General Manager Company Name 1/4 City , State

- Consistently met and exceeded department expectations for productivity and accuracy levels.
- Recorded training sessions and maintained package rates for each client.
- Guided clients in safe exercise, taking into account individualized physical limitations.
- Participated in club promotions to recruit new members and increase club sales.
- Attained facility targets, including revenue goals and member retention rates.

01/1999 to 02/2001

Surgical Technician II Company Name 1/4 City , State

- Gathered supplies and equipment needed for surgical procedure, scrubs, gowns, gloves.
- Set up sterile table with instruments, supplies, equipment, and medications/solutions needed for procedure.
- Performed appropriate counts with surgical team prior to the operation and before incision is closed.
- Draping of sterile field, passing instruments, etc., to surgeon during procedure while maintaining highest standard of sterile technique during procedure.
- Member Level I Trauma Team.
- Orthopedic Department Head.

Education

Bachelors Degree : Biology University of Texas 1/4 City , State

Minor in Sports Medicine.

Associate of Applied Science : Surgical Technology / Emergency Medicine Academy of Health Sciences 1/4 City , State

Surgical Technician Certificate

EMT Certificate

Medical Specialist Certificate

Coursework in Health Science and Nursing

Health Management coursework

Certifications

Apex Fitness Systems, California

dotFIT Systems, California

National Academy of Sports Medicine, California

International Physical Fitness Association, Florida

Surgical Technologist

Medical Technologist

National Registry of Emergency Medical Technicians (EMT-B), Texas

Skills

Account Management, Accounts Payable/Receivable, Budgeting, Business Development, Client Relations, Cold Calling, Computer Proficient, Creative Problem Solving, Customer Needs Assessment, Customer Satisfaction, Customer Service, Expense Control, Internal Auditing, Lead Development, Marketing, Multi-Task Management, Product Development, Project Management, Reporting, Sales, Territory Sales Experience, Payroll