

Name, M.S.

Cell Phone

Address

E-Mail

VICE PRESIDENT SALES

Start-up • Merger • Repositioning • Turnaround • Rapid Growth

Telecom • Converged Communications

Senior sales and marketing leader who generates significant profit, enhances corporate creditability, and increases market penetration. Provides astute strategic planning and practical implementation of initiatives for direct and indirect distribution channels. Secures and manages key sales accounts, achieves preferred vendor status, and establishes both internal and external long-term strategic partnerships.

Develops productive sales teams by hiring the right people. Provides clear direction with realistic, but aggressive individual and team goals, ongoing training and recognition. Listens to customers, vendors, partners and employees to establish honest and open communication. Stays current with market trends.

CORE COMPETENCIES

Business Development	Organizational Change	Sales Team Development
Channel Management	Pipeline Development	Strategic Alliances
Employee Training	Product Line Diversification	Strategic Marketing
Key Account Development	Professional Service Offerings	Teleforce / Outside Sales
National / Regional Sales	Sales Incentive Programs	Top-Line / Bottom-Line Growth
New Product Introductions	Sales Strategies	Vendor Management

PROFESSIONAL BACKGROUND

CONFIDENTIAL, TX

2007 – Present

Consulting service providing business development, sales and marketing solutions to manufacturers and value-added resellers

CONSULTANT

- **Developed inside sales and lead-generation team for client.** Raised pipeline funnel activity by 100%. Improved monthly revenue attainment average by 25%.
 - **Outlined future growth strategies for two manufacturers.** Revised compensation plans to ensure stability of productive workforce. Developed dealer profiles to measure current marketing position. Researched current channels and provided business plans to optimize them.
-
-

COMPANY A, TX

1999 – 2007

\$50M provider of converged communication products and services in the enterprise marketplace

VICE PRESIDENT SALES | Team of 80+

Led sales, business development, product management, technical assistance, help desk, project management and asset management activities. Transformed parts and repair business into a complex, converged solutions sales and service provider. Directed internal development, strategic partnerships, and recruited new talent.

- **Increased systems, solutions and applications sales from less than \$1M to over \$20M in three years.** Created and implemented strategic plan to migrate Company into a converged communications provider. Achieved Avaya Platinum Business Partner Status.
- **Doubled maintenance and service revenues in each of the last three years to reach \$10M annual sales.** Spearheaded business development efforts, and successfully launched new service offerings.
- **Achieved \$2M in revenues for first 12 months** after negotiating strategic business partner agreement with Cisco Systems for advanced technology products. Secured Memorandum of Understanding to help fund initial start-up costs.

COMPANY A, Vice President Sales (Continued)

- **Reduced workforce and cut payroll costs by \$500K** to keep only productive employees. **Achieved \$60K in savings** by cutting expenses, and closely monitoring advertising and travel.
- **Appointed to Avaya Business Partner Council**, one of 20 out of 650 business partners.
- **Appointed to Cisco Small Medium Business (SMB) Advisory Council.**

COMPANY B, TX

1995 – 1999

Global provider of network technologies

DIRECTOR OF SALES, WiITel Account | Team of 16

- **Grew revenues by over 50%** in a two-year period for the Central and Eastern regions. Established key strategies and development plans for individual managers. Built strong relationships with Regional Vice Presidents, Directors and Managers for sales and operations.
- **Generated an additional \$10M in sales** with WiITel over projected budget. Developed and implemented marketing program to promote system and application sales.
- **Closed \$500K sale** by convincing Adams Mark Hotel in Dallas to change initial decision, and not go with Lucent, a strong competitor.
- **Achieved Honors Circle status** in 1995 and 1997 (top 10%), Circle of Excellence in 1996 (top 5%), and Marketing Star in 1997 and 1998 (top winner).

COMPANY A, TX

1986 – 1994

Provider of turnkey voice and data solutions

VICE PRESIDENT SALES & MARKETING | 70-person sales and marketing team

Directed all sales, marketing, public relations and product management activities to position Nortel as WiITel's vendor of choice. Spearheaded Company's long-term revenue growth through expansion and diversification of business base. Developed critical relationships with major customers, suppliers, manufacturers and media.

- **Profitably grew sales revenues from \$8M to \$39M.**
- **Established major alliances with key customers** such as Nortel Networks, US West, Bell South and AT&T.
- **Developed and led successful telesales force (40) along with outside sales force (6).** Offered continuous training, incentive programs, applied information technology, and provided exceptionally strong marketing support and tactical tools.
- **Changed focus and direction of business which expanded sales revenue.** Assessed current customer base, size and types of products sold. Developed plan and hired advertising agency to reposition company with end users.

COMPANY B, TX

Global provider of network technologies

DISTRICT SALES MANAGER

HUMAN RESOURCES REPRESENTATIVE

MANAGEMENT & ORGANIZATIONAL DEVELOPMENT SPECIALIST

EDUCATION & RECOGNITION

University of Louisiana, Lafayette ♦ Masters of Science, Communication
Stephen F. Austin State University, Nacogdoches, TX ♦ Bachelor of Fine Arts, Mass Communication

Eagle Scout, Boy Scouts of America