

*NAME*

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*Executive Summary*

- Senior level executive with over 20 years of sales and marketing experience in the telecom/converged communications products and services marketplace. Demonstrated skills in enhancing corporate creditability, increasing market penetration and generating significant profit in direct and indirect distribution channels, as well as maintaining hands-on responsibility for securing and managing sales accounts.
- Strengths include: Sales Forecasting, Business/Marketing/Sales Planning and Implementation, New Product Introductions, Contract Negotiations, Ability to Recognize and Develop Talent, Presentation Skills, Managing Teams to Implement Initiatives, Major Account Development & Management and Strategic Alliances, Partnerships & Acquisitions

*Professional Background*

Vice President Sales  
*Company A*

1999 to Present  
City

Lead the sales, business development, product management, technical assistance, help desk, project management and asset management activities for this \$50 million provider of converged communications products and services in the enterprise marketplace. Primary challenge is focused on transforming parts and repair business into complex converted solutions sales and service organization through internal development, strategic partnerships and bringing in new talent. Report directly to the President and CEO. Manage over 80 employees.

- Created and implemented strategic plan to migrate Company into a Converged Communication Provider. Increased System/Solutions and application sales from less than \$4 million to over \$20 million in three years. Achieved Avaya platinum Business partner Status.
- Spearheaded business development effort and launched new service offerings including maintenance, technical assistance, remote monitoring, project management, implementation and professional services. Doubled revenues each of the last 3 years to \$10 million.
- Negotiated a strategic business partner agreement Cisco Sys for Advanced Technology projects. Secured a MOU (Memorandum of Understanding) which helped to fund initial startup costs. Achieved \$2 million in revenues the first 12 months.

Director of Sales, Confidential Account  
*Company B*

1995 – 1999  
City

Responsible for positioning Company as Confidential Client's vendor of choice. Primary interface with product management and marketing for new product rollouts, marketing strategies and programs, customer satisfaction, marketing-education programs the first six months. Moved in field sales role to improve underperforming territories and reenergize or replace existing Sales Managers.

- Guided the sales and account management activities for the Central and Eastern Regions by establishing key strategies, objectives and development plans for the individual managers. Built strong relationships with key regional Vice Presidents, Directors and Managers for both sales and operations. Revenues grew by over 50% in two-year period.
- Developed and implemented a highly effective marketing program with Confidential Client to promote system and application sales the last four months of a year. Program generated an additional \$10 M in sales over projected budget.
- Achieved Circle of Excellence status in 1996, Honors Circle in 1995 and 1997. Marketing Star award winner in 1997 and 1998.

Vice President Sales & Marketing  
*Company A*

1986 - 1994  
City

Directed all sales, marketing, public relations and product management activities for Company's 70-person sales and marketing team. Responsible for the company's long-term revenue growth, expanded and diversified the business base and developed critical relationships with major customers, suppliers, manufacturers and media.

- Profitability grew sales revenues from \$8M to \$39M.
- Expanded product lines and introduced new services to increase customer loyalty and profitability.
- Closed major alliances with key customers and manufacturers which led to long-term contractual relationships. (Clients A, B C, and D)
- Develop and led a successful telesales force (6 to 40) along with outside sales force (6) by offering continuous training, designing basic and creative incentive programs, fostering teamwork, applying information technology, recognizing and recruiting talent, and providing the right marketing support and tactical tools and constantly appraising evaluating and making adaptive moves to keep moving towards the company goals.

*Company B*

1983 – 1986

Held three different positions during this time period. Promoted to higher positions on a yearly basis.

- District Sales Manager. Build an authorized dealer customer base, increasing from 2 to 25 dealers in a five-state region. Increased sales from \$0K per month average to over \$200K per month average. Achieved #1 DSM status 12 months in a row for the Confidential Product Line.
- Human Resources representative. Responsible for all HR support activity for over 600 employees in distributor sales, business systems, major accounts and services.
- Management and Organizational Development Specialist. Produced HR Connection Newsletter. Produced videotape presentations of major meetings, announcements and training programs to managers and supervisors. Developed and implemented new employee orientation presentation and conducted sessions.

#### *Additional Experience*

Area Sales Representative  
Confidential Company C

1982 - 1983  
City

Graduate Teaching Assistant  
Confidential University

1980 - 1982  
City

Account Executive, Promotions Manager, Production Coordinator  
Confidential TV station

1976 - 1979  
City

#### *Education*

M.S. Communication  
Confidential University

1982  
City

B.. Fine Arts, Mass Communication  
Confidential State University

1976

#### *Honors and Awards*

- Council Member, Avaya Business Partner Advisory Council, 2003 to 2006. One of twenty council members representing Business Partner Community of 650 to help guide indirect channel policies and practices.
- Eagle Scout, of Scouts of America