
**EXPERTISE: Sales Leadership – Project, Product, and Team Management –
Regional, National, and International Sales and Marketing**

Track record of delivering consistent revenue streams and outperforming sales goals:

| 1998 | 1997 | 1996 | 1995 | 1994 |
|-------------|-------------|-------------|-------------|-------------|
| 170% | 197% | 134% | 143% | 189% |

Energetic, creative, proven performer committed to continued excellence.

Strengths

- Maximizing revenue and profit in a predictable and repeatable fashion.
- Training and developing sales professionals... communicating the *science* of the art of selling.
- Creating and implementing sales and marketing strategies of existing and new products.
- Contributing sales expertise to product development, corporate planning, and cross-functional initiatives.
- Driving highly effective sales organizations... communicating vision, methodology, and goals.

Professional Experience

BIG SOFTWARE CO., Redwood City, California

1990-Present

► **District Manager, Northeast Region**

1/99- Present

Direct the sales activities for the industry segment, selling Big software products (business communications solutions) to 300 corporate accounts each having 5000 or more employees. Manage a 6-state region that delivers \$47 + million in annual revenue (largest volume of all sales districts worldwide).

Manage sales team (currently 7 sales professionals) to consistently high performance levels. Create and nurture a well-balanced, diverse, focused team through motivation, leadership, training, and establishment of sales process as the foundation of business success.

Collaborate with technical team leader, providing direction for a total of 25 sales and technical professionals who work cooperatively to recommend the most appropriate business solutions to fit customers' complex communication and information needs (e.g. messaging, Internet / Intranet, knowledge management, rapid application development).

- Delivered the highest percentage performance against plan (197%) among all Big locations worldwide, 1997.
- In 1998, *all* team members performed above 125% of plan...75% attained at least 150%.
- Maintained zero negative attrition while hiring talented people, growing existing talent, and grooming several for promotion.
- Delivered highly consistent and predictable sales results, meeting or exceeding targets *each quarter*.
- Manager of Year, 1998; singled out among 650 U.S. managers for contributions to the business.

► **National Sales Initiative – Project Leader**

1/98-Present

Assumed corporate staff assignment while retaining all responsibilities as Northeast District Manager.

Charged with spearheading the transformation to sales process methodology throughout entire U.S. sales organization – strategizing, planning, and implementing processes and programs to achieve a fundamental change in the way the company approaches the sales challenge.

- Transformed a highly unpredictable revenue stream into the business' *most predictable*. In 1 year reduced variance of forecasting from 20% annually to within 3%... in fourth quarter 1997, achieved variance of only 0.3% on revenue for *entire U.S. sales operation*.

Serve as consultant to senior management on issues relating to sales force productivity, automation, and process improvement.

Professional Experience

BIG SOFTWARE COMP. (continued)

- **Acting Manager, Northeast Region**
10/96-12/96
 Managed 4-member direct sales team selling Big enterprise products.
 - Outperformed sales target, achieving 172% of plan.
 - Doubled revenue forecast for the quarter.
- **Product Sales Manager**
4/96-12/96
 Developed sales strategy and sold Big products in a 4-state territory.
 - Achieved 165% of sales objectives.
 - Created sales strategy for 20-member sales team that resulted in team performance at 106% of plan.
- **Territory Sales Representative**
1993-1996
 Effectively managed 4-state sales territory while maintaining consistently high level of sales performance and customer satisfaction.
 - Doubled number of accounts in first year; grew business consistently from first day on job until the last.
 - Outperformed sales goals in each measured period.
 - Rookie of the Year, 1994; Salesperson of the Year, 1995.
 - Personally sold in excess of \$1 million every year.
- **Global Product Marketing Manager: Mail Services**
1990-1993
 Created worldwide marketing and sales strategy for launch of industry-first product line (Mail Services communication, mail management, and message switching technology).
 - Captured \$10 million in sales and 75% market share within 3 years — the company's most successful worldwide market introduction.

Directed 10-member cross-functional project team that delivered cutting-edge-technology product on budget, with planned functionality, 30 days ahead of schedule.

 - Achieved profitability in first year.

MANO A MANO ADVERTISING & MARKETING PRODUCTION, INC. Pawtucket, Rhode Island

1988-1990

- **Director, Business Development**
 - Achieved new-business revenues for more than \$2.5 million through acquisition of new accounts and close focus on customer satisfaction.
 - Secured national accounts for the first time in the company's history.

Education

PROVIDENCE COLLEGE, PROVIDENCE, Rhode Island

Bachelor of Business Administration,
Major in Management

PROFESSIONAL TRAINING

Solution Selling, 1999-Present (Student and Coach)
Effective Negotiating (Chester Karrass), 2002