

SENIOR SALES EXECUTIVE

Operations Management ♦ Sales/Performance Acceleration ♦ Alliance Building Champion

Big-picture focused, hands-on Senior Sales and Marketing professional, with impressive history as a key change agent, devising powerful sales, staffing, and operational initiatives that have transformed underperforming operations into competitive industry players, eventually seizing market dominance. Expert in propelling revenues and bottom line profitability in evolving, cut-throat markets, through delivery of industry- and customer-responsive solutions that have consistently outstripped aggressive multimillion dollar targets. Equally impressive record for designing robust and streamlined staffing, sales, marketing and customer relationship management systems that respond to business objectives.

Leadership Strengths

- Program/Procedure Development & Review
- Performance & Productivity Improvement
- Negotiations, Presentations & Consultations
- Key Alliance & Partnership Building
- Innovative Sales Training Program Design
- Driving Revenue Growth in Evolving Markets
- Organization Restructure & Process Redesign
- Market Sizing & Opportunity Assessment
- Recruitment, Training & Scheduling
- Staff & Multi-Disciplinary Team Leadership
- Coaching, Communication & Interpersonal Skills
- Analytical & Conceptual Problem Solving

Executive Experience

PHONE INC., San Francisco, CA

2005–Current

Sales Director

Key leadership role tasked with identifying and securing new business opportunities to strengthen Phone Inc.'s position in the market, despite being thrown into a highly volatile setting with cumbersome back-end process causing incorrect commission payments, provisioning issues, poor data and inaccurate reporting, impacting negatively on staff morale and performance.

- Ironed out back-end process issues **improving the accuracy and timing of commission payments to 95%** (made during month of the sale) in comparison to 40% of orders (paid 6-8 weeks following sale) impacting positively on sales staff demeanor and motivation.
- **Shortened sales cycle in Small Enterprise Market (SME) by 25 days** by introducing voice recording and eliminating paper contracts, reducing product numbers, sourcing new data, re-writing training material, and changing mindset of representatives to close the deal during first/second call compared to 6-7 calls, previously achieved.
- **Achieved a 53% increase in decision maker contacts** by providing reps with cleaner data, better tracking systems, and customized sales training.
- **Increased annual revenues by 58% and client retention by 15%** through creating more bundled offers and establishing a dedicated retention team to call/gather client feedback, and elicit additional cross- and up-selling opportunities.
- **Instituted a new recruitment strategy to identify/retain talented staff** and provided clear career pathing initiatives for representatives/managers, which significantly reduced staff turnover and supported *8 promotions of high achieving staff over an 18 month period*, formerly unachievable.
- **Redesigned business strategy to create a simple/complex model** that facilitated specialized teams provided with customized training to sell specific products to targeted market groups. This helped to reduce attrition through better talent matching, clearer career pathing, and faster promotion.

Direct Reports:

Team Managers: 20-30
Administrators: 25
Telephone Sales
Executives: 180

Accountabilities:

- B2B Call Centre Management
- SME Business Opportunity Identification
- Sales Strategies
- Staff Leadership & Career Progression
- CRM Database Control & Reporting
- Customer Relations, Retention & Growth

Executive Experience

- Overhauled systems/processes for the mass market through implementing a voice recorded/online ordering and provisioning system. Reduced paperwork, streamlined end-to-end sales process, and facilitated business sectors' rapid reaction to an evolving marketplace.
 - **Reduced Small Enterprises' provisioning timelines from an average of 2-3 months to 2-7 days**, therefore enhancing the customer experience and strengthening the product sell.
- *Elevated staff morale and overall performance* following creation of a centralized database to track and monitor coaching sessions and subsequent performance improvements.
- Enhanced transparency and prioritization of future corporate planning by co-devising accurate and consistent reporting processes, previously non-existent.

OUTSMART TWO

2000-2005

Fortune 100/500 listed consumer lending /credit card service provider managing loans topping \$70.2B with a globally-based 47-million strong customer base.

Cross Sell Senior Sales & Relationship Manager (1/2004-11/2005)

Diverse role in a challenging work setting with competing priorities between business lines and Cross Sell department, requiring in-depth evaluation and recommendation of strategic performance-enhancing solutions, and subsequent negotiation with senior leadership team to achieve win/win outcomes.

- Pro-active change agent, continually thinking outside-the-box to devise and deliver strategic proposals to senior management of revenue-boosting initiatives.
- **Circumvented potential loss of partner contract with Apple worth NPV \$2.5M annually** by identifying sales opportunities for AD&D product, and by providing strategic sales and coaching training. **Amplified retention rate by 33% over six-month period** ultimately saving the account.
- Partnered with supplier support teams to transfer content and expertise, successfully sustaining/improving supplier performance while **enhancing Capital One payment protection credit product retention rate to NPV \$2M annually**.
- Revitalized and professionalized quality controls, effectively mitigating risks of overpaying incentives to external vendors. **Increased fulfillment rates netting \$1M annually**.

Senior Sales and Quality Manager - Retention (12/2001-12/2003)

Grew revenues and profitability through design and execution of market-responsive sales/training strategies, building best-in-class sales team, cementing fund-generating alliances/partnerships, and mitigating risks associated with non-compliance to regulatory policies across multiple sites.

- Instrumental in steering major cost-cutting strategy to fruition **slashing operational costs by 80%** over a three-year period with entire call centre operation being outsourced.
- Overcame staffing issues by creating career pathing initiatives to facilitate vertical shifts; up-skilling and motivating new sales associates; and managing morale of 250 staff in an ambiguous environment.
- Co-executed company strategy that avoided plummeting stock/high-risk ratings reactive to current industry/market events with an aggressive evaluation and re-focus of business-critical strategies to amplify up-market portfolio/account net present values; **captured the highest Class B fund revenue amounts ever achieved throughout the company's entire history**.
- Spearheaded balance-building initiative by architecting and executing training programs that drove **growth of revenue by 38% to \$40M** with a **further increase of 70%** in Balance Transfer \$/call for the year, **blitzing corporate objectives by over \$40M**.
- Masterminded ongoing training program enabling front line managers to enhance their coaching and motivating competencies, which reinforced revitalization of their team's performance.

Accountabilities:

- Staff Leadership & Team Building
- Risk Identification & Mitigation
- Sales Strategizing, Planning & Execution
- Sales Training & Performance Enhancement
- Revenue & Profitability Expansion
- Customer Base Growth & Retention
- Key Alliance & Partnership Building

Executive Experience

- Spearheaded balance-building initiative by devising and implementing training programs that drove **growth of revenue by 38% to \$40M** with a **further increase of 70%** in Balance Transfer \$/call for the year, **blitzing corporate objectives by over \$40M**.
- Headed cost-cutting initiative challenged to restructure level 15 support staff with no impact on retention levels; **reduced staffing expenditure by \$800K per annum** and **achieved retention save rate objective of 68%**.
- **Amplified results and retention save rates by over 7%** while consistently exceeding goals and customer expectations through evaluation of sales opportunities and creating fundamental/product specific training for phone associates and managers.
- Played key ambassador role leading high level internal/external Investor/Partnership funding tours outstripping previous partnership/funding deals for the most successful two month funding period in the company's history. Funding team **raised \$475M in a one-week period**.
- Engineered and implemented innovative quality program that enhanced customer experience while improving methods of monitoring, standards, reporting capabilities and accountability.
- Devised monitoring program that provided in-depth analysis and reporting, and subsequently facilitated sales team in developing/providing highly customized training sessions.

Accountabilities cont:

- Marketing & Analysis Liaison for Retention
- Staff Recruitment, Training & Coaching
- Sales Consultant Role Design
- Program Design & Development

Training Manager of Sales (2000-2002)

Evaluated new sales opportunities, generated ideas, and partnered with sales facilitators to design and develop dynamic product-specific training programs to drive bottom line results. Handled all HR issues, and performed disciplinary action when required.

- **Propelled class success rate by nearly 100%** through restructuring and revitalizing advanced sales training program using cutting-edge concepts and accelerated learning techniques to allow participants increased hands-on practice with clearly defined, measurable objectives.
- Pioneered integration of fundamental sales training into technical training **boosting performance of classes by 10-12%** in comparison with historical performance.

TOP SPORTS, San Francisco, CA

1999-2000

Assistant General Manager

Oversaw and maximized client retention and satisfaction, operational efficiency, productivity and bottom line profitability of a 45,000 sq. foot health and fitness facility with over 90 employees. Recruited, trained and mentored staff; devised and implemented performance- and revenue-generating programs. Responsible for all emergency first-aid.

- Steered entire organization through successful change management initiatives by developing attitudes of health and wellbeing through fitness, sport, and recreation programs.
- Created and executed various company-first performance measurement programs to strategically assess and measure overall staffing performance and accountability.
- Revitalized staff performance and customer service levels following development of staff incentive program that offered further training and professional development opportunities.

Previous experience demonstrating outstanding management and leadership talent capturing outstanding growth in revenue, customer expansion and overall profitability of market-leading health and fitness establishments.

Professional Development

Countless hours in management training programs, conferences and seminars including: *Ego & Empowerment Training, Change Management, Delivering High Quality Feedback, Franklin Covey - Time Management, Leading Effective Change, Adult Learning Theory, Presentation Skills etc.*