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SOFTWARE SALES EXECUTIVE

STRATEGIC PLANNING ▶ SALES & BUSINESS DEVELOPMENT ▶ OPERATIONAL MANAGEMENT

Senior sales and business leader instrumental in multimillion-dollar revenue growth and global business expansion. An entrepreneurial collaborator who achieves aggressive growth targets by deftly developing and directing global customer support and sales teams. Turns untapped potential into lucrative business results.

QUALIFICATIONS AND MILESTONES

Global Sales Targets Business Development	▶ Fueled 320% revenue increase over 10 years, personally generating 40% of 2015's new revenue growth.
Reputation Management Customer-Centric Selling	▶ Prevented competitive foothold , steadily growing profits and establishing product as the main platform sold in 85% of major industry companies.
New Market Expansion Channel Development	▶ Secured record number of multiyear contracts in 1 year within Europe and US, accounting for 55% of total business revenue.
Relationship Building Strategic Execution	▶ Collaborated with executive management to enhance company direction and longevity while exceeding every revenue growth target.
Performance Optimization Market Awareness	▶ Built global sales team from the ground up , designing and executing sales strategies that positioned Software Inc. as the #1 industry leader.

CAREER EVOLUTION

Software Inc. – Seattle, Washington | 1998 – Present
Global provider of educational software with over 1,000 employees worldwide.

EXECUTIVE VICE PRESIDENT, GLOBAL SALES (2012 – PRESENT)
DIRECTOR OF NORTH AMERICAN SALES (2002 – 2012)
SCIENTIFIC SALES MANAGER (1998 – 2002)

Advanced quickly to oversee all sales and support activities across North America. Promoted to take over global sales direction in 2012.

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Drove consistent business growth to achieve top rankings within a competitive market. Played central role in increasing sales to achieve company's largest historical growth by grooming staff to become industry leaders in customer loyalty and performance. Expanded into new markets and achieved global sales targets despite management restructuring process. Worked closely with president.



Software Inc., *continued...*

SALES & REVENUE GROWTH

Drove revenues in alignment with corporate objectives, achieving EBITDA and profitability goals...

- ✓ **Outperformed all revenue expectations**, year after year.
- ✓ Personally **championed 15% annual revenue growth in US territory** as the only account manager for entire area, serving concurrently as director of North American sales.
- ✓ **Exceeded revenue growth in new market areas 30%** over the last 3 years, consistently achieving aggressive growth targets. Expanded customer and market share 25% in both US and EU.
- ✓ Grew new business revenue in European market **150% over 3 years**, working with long sales cycles to close accounts in historically challenging territory.

Grew global revenue by an average of 10% per year over the past 6 years, accomplishing what no other industry competitor has achieved.

BUSINESS DEVELOPMENT & INDUSTRY PROMINENCE

Raised business profile from entry level player to industry leader...

- ✓ Outperformed key competitor YOY in non-traditional markets for past 10 years by creating and maintaining relationships, customizing software development, and executing solid marketing initiatives.
- ✓ **Increased industry citations 274%** in the past 11 years by solidifying footprint within industry and securing dominant market share.
- ✓ Facilitated creation of growth targets and market penetration plans, delegating resources and ensuring product development aligned with user needs.
- ✓ **Expanded number of accounts** in new markets 25% each year for past 5 years.
- ✓ Maintained **consistently low churn rate of 2%**, delivering excellence in software development, customer relationships, and technical support.

Increased customer base 15% each year

BUSINESS & STAFF LEADERSHIP

Fostered highly productive sales support team and spearheaded operations...

- ✓ **Hired and trained 75% of current global support and sales team.** Encouraged aggressive pursuit of opportunities, successfully deploying software into 78% of major educational providers.
- ✓ Collaborated closely with executive management, establishing sales targets, coordinating budget plans, and strategizing on management transition. **Presented regularly to board of directors.**
- ✓ **Managed daily operations** in sales, marketing, customer support, and R&D, guiding a group of directors to achieve corporate goals for sales and software development.

EDUCATION & PRESENTATIONS

Master of Science, Computers– University of Washington
Bachelor of Science – University of Washington
Delivered over 500 presentations to worldwide customers.

Strategy

After working her entire career within one major sales organization, Courtney wanted a resume that appropriately reflected her career evolution and the major impacts she made at Software Inc.

Although not actively pursuing a job search, she wanted her resume to be ready for any potential opportunities.

To reflect Courtney's long-term commitment and progressively responsible roles, I set up the first page to draw attention to her major achievements. I introduce her stacked positions of influence along with a chart that helps the reader visualize the impressive business growth Courtney played a major part in. With the industry being very niche and highly competitive, the resume compares the company's growth strategically and consistently to that of other opponents.

The second page of the resume breaks down core skill areas to help the reader navigate her robust leadership skills and growth achievements. Visual aids (breakout box and arrow) add interest while positioning important wins. Due to the competitive nature of her industry, percentage figures are used more often than exact dollar amounts to keep content more confidential.