



MICHAEL SWANSON

YIELDING HIGH-GROWTH BY CREATING FIRST-RATE CUSTOMER EXPERIENCES
VISION, ACCOUNTABILITY, CONSISTENCY, FOCUS, TENACITY

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CONSULTATIVE SALES & BUSINESS EXECUTIVE

ENVISIONING solutions and driving them to reality, *EMBRACING* Challenges, *SOLVING* Complex Business Issues

Optimizing market potential, consistently yielding high revenue growth through complete immersion as a customer ambassador, creating **customer experiences** that differentiate businesses, delivering, every time.

100% SERVICE EXCELLENCE ▶ Across the USA, Italy, Mexico, Germany, Korea, Canada, and the Caribbean◀

360-degree view of sales cycle refined through a 20+ year career driving sales and account growth. Captured high-growth in highly competitive markets through impeccable services to discerning customers as a master of sincere relationship building. Dissolved sales barriers with the courage to evaluate market entry from a fresh perspective. High-performance under pressure.

SALES & MARKETING

Market Analysis & Assessment
New Product Launches
Direct Sales Presentations

EXECUTIVE LEADERSHIP

Cross-Cultural Awareness Intercultural
C-Level Networking
Executive-Level Negotiations

BUSINESS GROWTH

Global Business Expansion
Revenue & Profit Growth
New Territory Expansion

HIGHLIGHTS OF GROWTH STRATEGY

SUPERIOR SALES CYCLE MANAGEMENT DELIVERING MARKET SHARE GROWTH, TERRITORY EXPANSION, AND EXPONENTIAL HYPER GROWTH

- ▶ Harnessing the power of relationships for business success, developing and delivering holistic and responsive solutions beyond customers' original request. Rationalized sales channels aligned with market potential – growing market share by 30%.
- ▶ Converted low-performing technology sales teams into business-aligned and solutions-focused partners, capturing 25 new accounts.

LOU & SUE SURFACES	STARX	JOHN MOE CORP	LOU & SUE SURFACES	EARL & PAUL
>\$15M 2015 gross profit growth through new segmentation	>\$10M Overcome barriers in enterprise sales	>116% Delivered account growth in 3D engineering software	>105% Quartz / solid surface manufacturer	>110% Positioned as #1 commercial fabricators in tristate

PROFESSIONAL EXPERIENCE & ACHIEVEMENTS

Regional Account Manager, LOU & SUE SURFACES, Hoover, Alabama (previous tenure: 2008 to 2011) 2014 to Present

Re-engaged owing to previous stellar reputation with company as a high-growth, solutions-focused sales strategist. Tasked with expanding gross profit margins. Propelled sales, living up to reputation and surpassed sales targets:

2016 vs .2015	Distributor #1	Distributor #2	Distributor #3	Distributor #4
	>92%	>74%	>23%	4%

Revived stagnant sales, optimizing profitability through organic sales growth strategy. Mounted deep expertise in complete sales cycle management from canvassing through qualifying to relationship management. Positioned corporation to capitalize on sales pipelines for the long-term by solidifying alliance with distributors, building loyalty to the brand, and solidifying customer base.

Sales Leadership Mantra
Our customers' success is my success. It is a win, win!

- Key in exploiting potential opportunities by creating a new sales segment (distribution), realizing enduring revenue generation and broadening Lou & Sue Surfaces' national reach.
- Touted and epitomized excellence in customer service through a multi-faced sales approach: problem solving, anticipating customer's needs, and aligning solutions with market potential—often directing customer toward far-sighted solutions.
- Regarded as a mentor, credible leader, and company stable. Altruistic leadership style has trickled to employees and customers, creating a synergistic and service-oriented environment.

Account Executive, **STARX Technologies**, Charlotte, NC

2013 to 2014

Assumed the role of rain maker and delivered a 20% percent growth in the Charlotte territory, despite first time in enterprise solutions/software sales

Repaired company's reputation in the Charlotte market owing to poor management of relationships and subpar service. Turnaround floundering sales performance by a 10% reversal within a few months). Strengthened diluted brand, established market presence quickly, tapping into background in service sales as a strategy designer and executioner.

- Powered an increase in software sales, closing 25 new accounts ranging from \$15K to \$55K each, creating a new high-performing territory for the company.
- Recognized as a master relationship builder and networker after poaching a coveted \$20K account away from a major competitor, securing critical business for a new program launch.
- Launched client-focused business plans and territory development roadmaps, claiming a strategic partner role and converting contacts into sales dollars through persistency—amounting to an overall 20% growth.

Regional Sales Manager | Regional Sales Representative, LOU & SUE SURFACES, Alabama

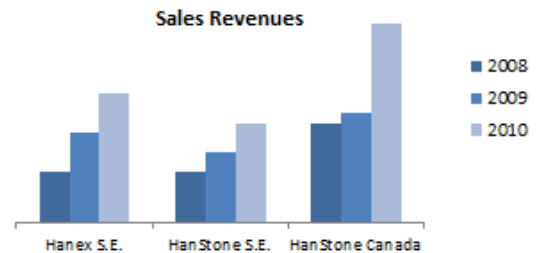
2008 to 2011

Quartz / solid surface manufacturer. A subsidiary of LOMO Group, South Korea (**\$31B**), with a plant in Canada and sales offices in the US

Presented and delivered on a 90-day business plan, realizing unprecedented sales growth of 105% sales growth for Tuft in Canada and 35% in the Southeast. Drove a 50% growth for Bunex across the Southeast

Played a pivotal role in the successful sales growth of surfacing business units for the North American market while overseeing 2 divisions totaling 9 distributors, 34 branches. Bridge gaps between company, US consumer, and distributors.

- Boosted Tuft's Southeast distributor account sales by **42%** for 1st quarter of 2011, resulting in **34%** over goal.
- Became the **#1** Sales Professional company-wide 2009 & 2010; the only Regional Sales Manager to exceed Tuft's 3rd and 4th quarter goals for 2009 with **10%** over goal.
- Negotiated and closed a major contract for the production of Tuft's samples by a US supplier.
- Counseled COO/VP providing a bird's-eye view of distributor pricing, yearly forecast, contract negotiations, inventory analysis, new color development, product launch, sales & marketing, and risk & feasibility.



Sales Manager, EARL & PAUL CORPORATION, New York

2005 to 2008

Transformed and positioned organization long term as the #1 commercial fabricator in the Tristate area.

Assumed full control of sales cycle management and solid/quartz surfacing product branding. Yielded **110%** sales growth for company with a **42%** increase the following year. Innovatively helmed the integration of technology, expansion to e-Commerce, change strategies, and development of roadmaps. Won dominance over one of the most competitive markets in this industry. Created strategic alliances and secured repeat business.

ADDITIONAL WORK HISTORY

- Sales Consultant —MOE & SAM, INC., Wayne, NJ (1999 to 2002)
- Manufacturer's Representative —THE WORKS NETWORK, INC., Saddle River, NJ (1995 to 1999)
- Sales Representative —BERISHA, INC., Lagrange Park, IL (1993 to 1995)
- Sales Representative —LAVS PAPER COMPANY, Morton Grove, IL (1991 to 1993)

EDUCATION

B.A., — LAKE FOREST COLLEGE. Lake Forest, IL (Studied Abroad: Greece & Turkey)

Mike came back for an update. This time he was focused on sharing how much of a customer-focused sales person he is. He strongly believes in solutions selling and creating teams that provide customer-focused solutions.

Important to note that in addition to creating a visual resume that represented his care for customer service, that the resume also showcases quantifiable achievements to give the resume a balanced marketing spin.