

ELIZABETH RAY-BAILEY

Industry-leading, record-breaking sales execution

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VICE PRESIDENT OF SALES

Doubling, tripling, and quadrupling revenue amid fierce competition

CONSUMER PACKAGED GOODS EXPERT WITH 20+ YEARS' EXPERIENCE closing deals with Fortune 100 firms—dominating the marketplace and shooting revenue as high as 450%. Recognized for entering seemingly impenetrable markets and capturing multimillion-dollar accounts with industry titans: Costco, Safeway, Target, Walgreens, Walmart, and Whole Foods.

INTENSE SALES AND BUSINESS STRATEGIST consistently rewarded for cutting through complexities, outpacing competitors, and challenging the status quo to captivate customers in club, grocery, food service, specialty, and mass markets. Adept at taking the guesswork out of decisions through data-driven strategic plans. Friendly, knowledgeable, and completely fearless.

ACHIEVEMENT SNAPSHOT

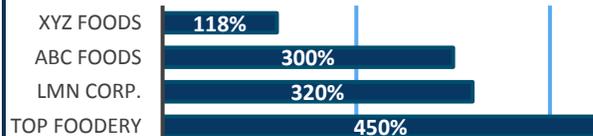
GROWTH-ORIENTED LEADERSHIP

Foster bold introductions and strong customer ties

Eviscerate sales challenges through strategic planning

Shatter financial targets by structuring and negotiating deals

METEORIC SALES GROWTH



GROUNDBREAKING WINS

Stepped into a Costco buying office, landed an order immediately, and grew the deal into a \$43M account.

Set fire to mature market segment—tripling growth and seizing \$104M sales in 12 months.

Increased revenue 450% in <36 months by transforming a “mom and pop” bakery into a sought-after national brand.

EXECUTIVE SALES EXPERIENCE

ABC Foods | Acorn Manufacturing Inc.

Executive Vice President of Sales • 2015 to 2018

Revitalized performance by netting influential customers and high-profit deals.

Partnered with the CEO to realign sales and business strategies for stellar P&L and market performance. Overhauled teams, launched assertive sales plans, and introduced revenue streams in unexploited sales channels. Mentored six direct reports.

- ◆ **Structured and closed deals with Fortune 500 customers** including ConAgra and Johnson & Johnson.
- ◆ **Tripled overall sales to an unprecedented \$104M** through step-by-step sales planning and execution, forging new sales channels, and innovating a trailblazing consumer packaged goods (CPG) product targeting mid-sized accounts.
- ◆ **Improved sales >90% for the company's 10 most valuable customers**, nullifying three years of stagnant performance.
- ◆ **Infused new energy into the sales organization** with on-site training, testing, and collaboration. Educated employees on the company's heritage, developed a marketing showroom with touchable displays, and implemented a test kitchen to encourage staff members to sample flavors and create recipes with ABC products.
- ◆ **Positioned the company for profitable sale** by eliminating inefficiencies in the sales organization, strengthening customer relationships, and making smart labor decisions.

Praise from the CEO of ABC Foods:

Our company is on point, our team is solid, and our numbers look good. I can honestly say that I attribute our growth and success in the past three years to Elizabeth. She's a fire-starter. She's simply relentless.

EXECUTIVE SALES EXPERIENCE, *continued...*

DEF Baked Goods | Top Foodery Corporation
National Sales Director ▪ 2009 to 2014



Transformed a small baked goods company into a multimillion-dollar CPG brand.

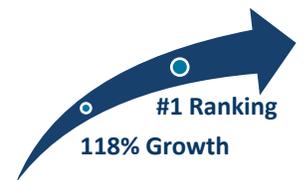
Capitalized on the company’s small-town heritage to scale a relatively unknown brand into a baked goods empire. Streamlined the product mix, adjusted the business roadmap, and built an integrated go-to-market approach. Coached and inspired teams.

- ◆ **Expanded the market from a 15-mile radius to 50 U.S. states and 13 countries** by negotiating Fortune 100 partnerships with CVS, Kroger, Safeway, Starbucks, Target, and Walgreens.
- ◆ **Increased sales 450% and drove up margins 20%** in the ferociously competitive U.S. market.
- ◆ **Closed deal with Costco on the first try**, which quickly magnified into a \$43M multi-year account.
- ◆ **Reduced 215+ products to four items**, and improved core product sales 146% through strategic marketing plans and side-by-side collaboration with the top three retailers.

XYZ Food Products Distributors

Transitioned to all-new industry, landing this senior role on the spot.

Regional Sales Director ▪ 2006 to 2009



Mobilized a team of sales experts to establish a thriving, revenue-generating business in the Northwest region. Hired and mentored 15 employees to keep pace with exponential growth. Educated staff on bold, consultative sales processes.

- ◆ **Empowered teams to achieve record-breaking performance—skyrocketing revenue 118%.**
- ◆ **Bolstered sales 74% in one critical channel** (\$35M in a single category launched in three new markets).
- ◆ **Steered the region to rank #1 nationwide** by securing 63 new accounts in the first year.

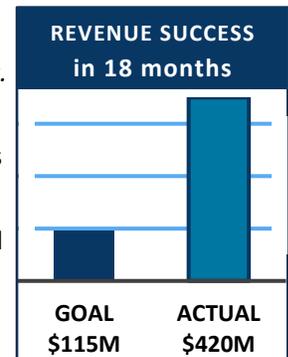
LMN Finance Corp.

Competitively recruited to stabilize and fuel performance in a volatile market.

Head of National Sales and Operations ▪ 2003 to 2006

Created a robust, scalable infrastructure and high-performing sales team that exceeded expectations so profoundly that all divisional offices relocated to new facilities. Managed 255 employees.

- ◆ **Grew sales from \$100M to \$420M in 18 months**—breaking a long-standing company record and decimating the \$115M goal.
- ◆ **Earned promotion within 10 months** for instituting a new approach to sales management that energized the workforce and developed a culture of forward momentum.



Recognition from the CEO of LMN Finance Corp.:

Elizabeth catapulted our sales, more than quadrupling performance in less than two years. She accomplished this feat by reshaping our sales organization, reengineering processes, and empowering 250+ employees.

EDUCATION

Master of Science in Business and Economics, *magna cum laude*
 Indiana State University School of Business

Bachelor of Science in Business Administration and Finance, *magna cum laude*
 University of Texas at Austin

ABOUT THIS PROJECT:

This client is a take-charge sales leader with expertise in consumer packaged goods. Her personality demands a high-impact presentation, and her consistent performance year after year merits clear, bold, well-quantified delivery. She's professional, daring, and extremely organized. I mirrored these attributes in the language and design I chose in her resume.

Elizabeth landed a new position—at a significantly higher salary—within four weeks of receiving her final draft.