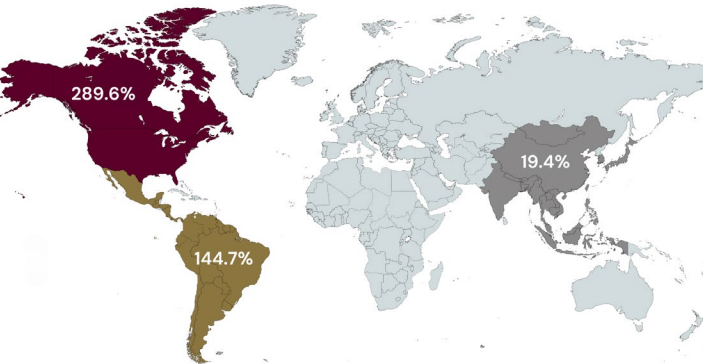


JENNIFER STATHAM

SALES | BUSINESS DEVELOPMENT | ACCOUNT MANAGEMENT

GLOBAL MARKET GROWTH



Technology Sales and Business Executive infusing innovation, creativity, business acumen, and a track record of achieving triple-digit revenue, profit, and client volume growth in competitive B2B and B2C sales environments.

- » Leads Sales Expansions into Uncharted Global Markets.
- » Closes New Sales While Protecting Profit Margins.
- » Minimizes the Influence of Larger Competitors.
- » Soars Client Retention by Delivering Superior Customer Service.
- » Designs Customized Solutions in Line with Client Key Buying Factors.
- » Negotiates Mutually Favorable Solutions.

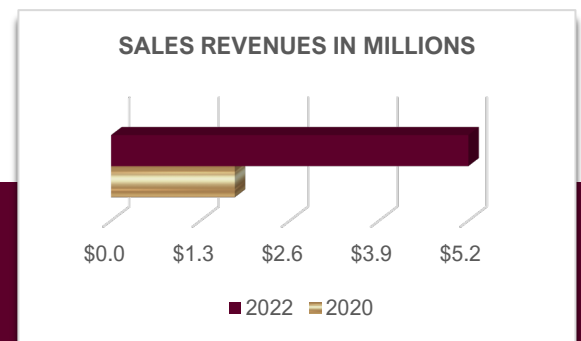
PROFESSIONAL EXPERIENCE

GLOBAL ACCOUNT MANAGER
TITAN MARKET TECHNOLOGIES

9/2020 – Present

Oversaw the creation, implementation, and management of groundbreaking sales strategies, pursuit plans, and competitive positioning blueprints that expanded the organization's energy technology solutions to global markets. Achieved triple-digit revenue growth in the face of fluctuating economic conditions.

- **Recognized with Multiple Awards and Accolades for Sales Revenues, Closing Rates, Client Retention, and Profit Margins.** Awards included *Circle of Excellence, President's Club, Platinum Elite Star, and Hall of Fame.*
- **Surged Annual Sales Revenues Across the Domestic and International Regions by 188.9%,** from \$1.8MM (2020) to \$5.2MM (2022).



- Achieved 289.6% Growth in the North American Market, from \$847K to \$3.3MM.
- Achieved 144.7% Growth in the Latin/South American Market, from \$618K to \$1.5MM.
- Achieved 19.4% Growth in the Asian Market, from \$335K to \$400K.

- **Surpassed Annual Revenue Benchmarks by 10.6%** (Goal: \$4.7MM/Actual: \$5.2MM) while mentoring junior sales representatives, fostering cross-department synergy, and encouraging professional excellence, collaboration, and teamwork.
- **Championed Go-to-Market (GTM) Strategies to Promote the Geological Offshore Monitoring Technology System to Fortune 500 Energy Prospects Across North and South America,** marking a transformative milestone in the organization's growth trajectory. **The Launch Led to a 42.1% Increase in Market Reach, 26 New Contracts, and \$427K in Additional Annual Revenues.**
- **Soared Conversion Rates Across Sales Channels by 31.8%.** Designed tailored customer engagement strategies and deployed improved pipeline management protocols.
- **Elevated Annual Profit Margins from 21% to 37%** through strategic negotiations and compelling value positioning statements that aligned with each audience's pain points.
- **Closed a \$1.1MM Contract with a New Multibillion-Dollar Client** by partnering with IT and crafting a solution for seamless integration into their existing well monitoring systems.

JENNIFER STATHAM

TERRITORY MANAGER
GLASS SOFTWARE LLC

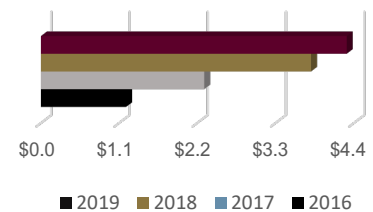
1/2016 – 10/2019

Strategically increased the market reach of a client relationship management (CRM) solution by overseeing integrated sales and marketing initiatives throughout a multistate territory spanning the southern United States.

- **Ranked the #1 Territory Manager in the Nation for Top-Line Sales Revenues.**
- **Recognized for Closing Business with Clients in Three New States** (Florida, Georgia, and Mississippi), doubling the region's footprint in less than seven months.
- **Orchestrated a 290.1% Increase in Annual Sales Revenues** (from \$1.1MM to \$4.3MM), sparking the software to be recognized as one of the top CRM systems against larger and more established brands. *Milestones:*

290.1% SALES GROWTH

SALES IN MILLIONS



- ↳ 91.7% Sales Growth, from \$1.2MM to \$2.3MM (2016 – 2017).
- ↳ 65.2% Sales Growth, from \$2.3MM to \$3.8MM (2017 – 2018).
- ↳ 13.2% Sales Growth, from \$3.8MM to \$4.3MM (2018 – 2019).

- **Gained a 22% Increase in Sales Contract Value** by spearheading the national cross-selling training program. The initiative empowered dynamic sales teams to penetrate new departments with current clients while deepening engagement and controlling competitor influence.
- **Piloted the Innovative Client Outreach Program that Grew Customer Acquisitions by 12.6% and Secured \$842K in Additional Revenues** within 28 months.

BUSINESS DEVELOPMENT MANAGER
SKY DANCE TECH, INC.

1/2013 – 12/2015

Promoted the sales and adoption of cutting-edge workflow automation solutions by identifying and cultivating confident partnerships with key accounts throughout the southeast territory.

- **Achieved a Record-Breaking 319% of Sales Quota.**
- **Increased Territory Sales Revenues by 265.2%**, from \$712K to \$2.6MM, while neutralizing competitor influence, instilling client confidence, and capitalizing on emerging industry trends.
- **Leveraged Market Intelligence, Relationship-Building Skills, and Strategic Networking Best Practices** to increase the visibility of the organization's innovative solutions to its targeted markets.
- **Expanded the Customer Base to Include SMB Organizations in Previously Untapped Industries**, solidifying the company's position as a valuable contender in the software realm. *Results:*



- ↳ 42% Sales Increase in the Pet Food Industry.
- ↳ 28% Sales Increase in the Logistics/Supply Chain Industry.
- ↳ 21% Sales Increase in the Financial Services Industry.

- **Reduced the Sales Cycle Time by 17.8%**, from an average of 90 to 74 days, by eliminating unnecessary bottlenecks, improving lead qualification, and enhancing communication between all involved parties.

EDUCATION

BACHELOR OF BUSINESS ADMINISTRATION (BBA): MARKETING – THE UNIVERSITY OF ARIZONA

Resume Strategy

Jennifer sought a new sales role to explore fresh challenges and broaden her skillset. In her current role, she felt that she had reached a plateau and wanted a role that would elevate her to the next role and propel her into new markets and technology products/solutions while allowing her to increase her salary.

So, this resume needed to showcase her strengths, sales achievements, and results in the technology realm to potential employers. We collaborated to review roles that interested her so that I could conduct a tailored keyword analysis while composing their resume.

I started the resume with a powerful summary showcasing some of her key accolades and a global map that communicated her ability to manage large, multinational territories. Then, composing each role, I highlighted her achievements in quantifiable results with specific numbers and metrics. While composing this, I implemented essential sales keywords throughout the resume for applicant tracking systems.

Jennifer received multiple offers and accepted a sales leadership role where she could continue increasing her salary while empowering junior sales teams to develop into proven performers.