

GREGORY WILLIAMSON

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Customer-Focused Senior Account Manager

Driving Explosive Sales Growth by Exceeding the Sky-High Expectations of Discerning Clients in the Freight-Forwarding Industry

Record-breaking sales executive known for closing multimillion-dollar contracts, expanding wallet share, and surpassing revenue targets for ambitious multinationals and startups alike. Expert in winning and delighting clients across multiple verticals and international markets. History of turning around underperforming accounts, originating robust sales pipelines, and maximizing profit margins.

CORE COMPETENCIES

Business Development Strategies:

Beat all gross profit goals throughout career, exceeding targets by up to 443%.

Impressive track record of generating rapid sales growth by leveraging competitive intelligence, customer insights, and key influencers. Proficient in best practices for consultative/solution selling and account optimization. Highly credible with top decision makers.

Massive Global Sales Pipelines:

Achieved 5:1 pipeline-to-quota ratio, far surpassing average industry success rates.

Committed to improving closing ratio by resolving bottlenecks and mitigating threats to deal closure. Consistent record of expanding revenue streams with powerful sales techniques. Built \$2 million market vertical after 3 predecessors failed.

Account Management & Growth:

Onboarded and successfully managed 20+ multimillion-dollar accounts throughout career.

Passionate about achieving the highest levels of client success, satisfaction, and retention. Extraordinary talent for building close client relationships to identify opportunities, maximize sales, and revive stagnant accounts.

PROFESSIONAL EXPERIENCE

FREIGHT FORWARDING COMPANY, Sacramento, California

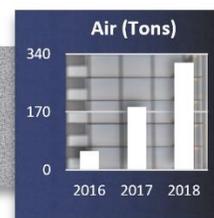
06/2016 to 07/2019

World's largest global freight forwarder with 2,300+ offices and 126,000+ employees across 140+ countries.

National Key Accounts Manager (NKAM)

Aggressively grew local/billed business by cultivating advantageous business partnerships and strengthening relationships at all professional levels throughout client companies. Ensured the needs of local clients were fulfilled by acting as the voice of the customer and evangelizing priorities/requirements across the enterprise.

Customer Engagement: Developed comprehensive account plans and provided value-stream mapping while managing 25+ accounts per year. Delivered strategic business plans with accurate sales forecasts for assigned verticals. Represented company at industry conferences/events and proactively engaged with regulators. Delivered consultative sales training for field sales team. Quickly resolved customer service/pricing complaints, leveraging strong problem-solving skills.



- Improved combined account margin by \$8+ million from 2016 to 2018 by targeting more profitable accounts.
- Increased full container load (FCL) metrics from 97 to 4,798, as measured in 20-foot equivalent units (TEU).
- Boosted air freight from 54 tons to 314 tons at an average year-over-year (YoY) increase of 156%.
- Brought road turnover from 0 to 43 million and grew less container load (LCL) size from 0 cubic meters (CBMs) to 98.
- Gained 3 new key Consumer/Retail accounts, adding 500+ tons per annum, within 12 months of hire.
- Won contract for 100 tons of air freight/year by negotiating transportation with minimal emissions and carbon footprint.
- Positioned company to rank #2 in the country in the Pharma/Healthcare vertical, elevating it from \$0 to \$2 million within 3 years, by acting as a subject-matter expert (SME) for the market.



GLOBAL FREIGHT INCORPORATED, Sacramento, California

12/2013 to 06/2016

Top 5 global freight forwarder with 550+ offices and 22,000+ employees across 125+ countries.

Business Development Manager

Generated business across Consumer/Retail portfolio and built robust, strategically focused pipeline. Serviced and delighted clients while reporting on performance, prospect qualification, and market intelligence to senior management. Constantly monitored all accounts and provided tenacious follow-up to ensure full customer satisfaction.



- **Attained 220% to gross profit (GP) target and 180% to volume goal in 2014.**
- **Boosted GP 11% in 2014 and 16% in 2015 while delivering 145% to quota.**
- **Outperformed all sales colleagues, including top-ranking regional managers.**
- **Opened \$2 million revenue funnel with 10%+ GP margin within 9 months of hire.**

ABC WAREHOUSING COMPANY, Doha, Qatar

01/2012 to 12/2013

Leading freight forwarder in Qatar with 500+ offices and 16,000+ employees across 70+ countries.

Business Development Executive

Tapped into new business opportunities while selling sea, air, and road freight services. Enhanced market planning and strengthened client relationships. Traveled to manage accounts across the Middle East while positioning brand as a best-in-class service provider. Leveraged market/trend research and competitive analysis to dominate new markets. Forged beneficial relationships with international forwarding vendors. Expertly resolved discrepancies across client portfolio and negotiated profitable payment terms.



- **Achieved 103% of GP target in 2012 and 443% in 2013.**
- **Realized 5:1 pipeline-to-quota ratio and record-breaking commission gains.**
- **Grew revenue by 105% from \$522,000 to \$1.07 million YoY.**
- **Increased GP by 333%, from \$135,000 in 2012 to \$584,000 in 2013.**
- **Ranked #1 among 22 sales executives in 2013.**

XYZ CARRIERS LIMITED, Goa, India

05/2008 to 12/2011

International 3PL logistics company with 400+ offices and 15,000+ employees across 90+ countries.

Executive Head, Supply Chain and International Logistics

Provided P&L management and strategic direction for business operations, domestic haulage, and international freight.



- **Exceeded GP targets by 140% in 2008, 170% in 2009, and 120% in 2010.**
- **Grew revenue by 150% in 2008, 200% in 2009, and 125% in 2010.**
- **Built \$1 million/year revenue channel within 1st full year of business.**
- **Saved \$100,000/year by eliminating supply chain redundancies/complexities and streamlining operations.**

CREDENTIALS

Bachelor of Business Administration (BBA) | University of California – Sacramento
 Concentration in Financial Accounting

Résumé Strategy

For this particular client, perfection was absolutely everything. All graphs had to be identical in shape and size, as well as perfectly aligned. Even the stripes on the arrows in the header abstraction needed to be exactly precise. No tiny detail could be overlooked.

Gregory is extremely passionate about meeting the incredibly high standards of his clients, so I had to prove my equal passion for his project.

I created three main subheadings for his core competencies, each one beginning with an impressive career accomplishment.

Since the most consistent accomplishments throughout his career history centered around gross profit results, I designed identical graphs for that metric.

To spotlight an unfailing history of achievement, I maintained an unusual level of uniformity throughout the career history to always remind the reader that his employers were progressively larger throughout his career trajectory, that his gross profits were higher every year, and that he exceeded all of his quotas.