

MARIA SPURIA ♦ BUSINESS DEVELOPMENT MASTER

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“As a skilled chess player knows, winning is more than simply moving your piece from one square to another. It’s no different in sales. If you want to out-manuever your competition, you have to think multiple steps ahead.” – MS

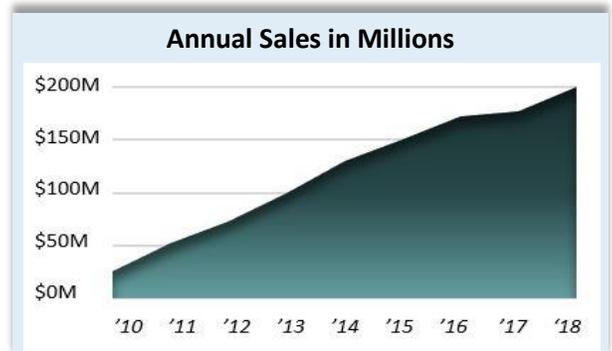


Dynamic sales executive with 20+ years’ experience leading strategic growth in B2B and B2C financial services arenas. Known for leaving nothing to chance, structuring and executing tactical sales plays to attain consistent win-win objectives. Trusted advisor who cultivates iron-clad relationships by first understanding the client’s vision and then delivering value-added solutions; striking with agility to infiltrate new markets, maximize profit margins, and propel revenue streams.

Positional Play... “Checkmate”

Grew TD’s organic book of business by 200% within 8 years.

- Surpassed ambitious growth targets through long-term maneuvering. Strengthened partner channels to improve brand visibility.
- Seized opportunities to widen and deepen account penetration across multiple internal business lines. Instituted high-impact sales tactics and programs.



SIGNATURE STRENGTHS

Partnership Development
Revenue & Profit Maximization
Contract Negotiation & Closing
Consultative & Solution Selling

Strategic Account Management
Upselling & Cross-Selling
Go-To-Market Strategies
Pitches, Presentations & Proposals

Market Research & Analysis
Value Propositions
Operational Efficiency
Client Retention Initiatives

CAREER EVOLUTION

TD Insurance, Toronto, ON

2010 – Present

SENIOR ACCOUNT EXECUTIVE, NATIONAL SALES (2014 – Present)

Yielded steady top-quartile performance, averaging 10% increases in organic BOB growth each year.

Earned promotion to oversee 50 accounts within the group insurance infinity markets, 25 of which were strategic to the company’s growth. Established reputation as a trusted advisor amongst high-profile customers such as IBM, Bell, and the Ontario Medical Association by consistently delivering mutually beneficial insurance solutions. Uncovered and analyzed customer needs, creating detailed account plans and new product initiatives that hit the nail on the head.

Penetrated previously untapped revenue sources and brought in an additional \$2M in new lines of business.

- Gained insights on underlying client desires by asking strategic questions. Leveraged feedback to broaden scope of existing account plans, cross-promote services, and recommend attractive programs.

Spearheaded project to enhance client experience and thereby improve retention of high net-worth clients.

- Restructured call centre process to prioritize in-coming calls from premium clients and created dedicated insurance reps to service this top-tier group. Project increased Net Promoter Score by 4% and realized 8% revenue growth YoY.

Streamlined renewal of partner agreements by tightening controls, minimizing revenue leakage by 5%.

- Initiated a focus group to diminish revenue losses attributed to contract discontinuation. Implemented a contract renewal process that, when combined with eloquent client communications, led to new sales discoveries.

ACCOUNT EXECUTIVE, NATIONAL SALES (2010 – 2013)

Built and maintained a healthy pipeline, boosting sales revenue by \$13M over 4 years.

Navigated a diverse BOB within the property and casualty market. Partnered with organizations across Canada to develop high-growth home and auto insurance programs that mirrored their corporate values and struck a positive chord with their employees. Initiated 10+ sales campaigns such as in-trays, quick quotes, and chances to win prizes. Facilitated industry-specific sales presentations, workshops, and WebEx meetings to engage potential clients and catalyze program growth.

Commanded a task force to transform a haphazard client on-boarding process into a dignified procedure.

- Consulted with appropriate departments, created formalized communication plans and training tools, and prepped clients and internal teams on what to expect moving forward. Established clear timelines and demonstrated an unprecedented commitment to service which was noticed and appreciated by clients.

Raised the bar with a comprehensive playbook hailed as the most nationally successful insurance sales program.

- Conducted a coast-to-coast sales process study to identify gaps in strategy. Compiled findings and tactical recommendations into an executive report that illuminated neglected areas and influenced structural change.

Client Testimonial...

“Maria is a consummate professional, with exceptional strategic business and customer relations skills. She has a keen understanding of the needs of her clients, and always recommended the best solutions and options for our members. Maria’s positive engaging personality made her a pleasure to work with.” – Director, Ontario Medical Association

Credit Union, North York, ON

2001 – 2009

REGIONAL SALES MANAGER (2006 – 2009)

Motivated and incentivized a top sales-producing team to attain 7% YoY increases in revenue over 3 years.

Directed service delivery, operations, and sales growth across 12 Ontario branches. Coached, trained, and supported 35 team members to reach and surpass sales quotas. Governed \$115M in assets under management (AUM) including all deposit / investments accounts and mortgage product offerings.

Played a key role in setting up performance review templates adopted by all Canadian branch managers.

- Encouraged employees to seize career goals through weekly 1:1 mentoring, approval of courses to extend their skills, and participation in functions outside their normal scope. Groomed 3 employees for promotion.

EDUCATION & TRAINING

Master of Business Administration, Insurance and Risk Management, *University of Toronto*

Bachelor of Science, Actuarial Mathematics, *University of Toronto*

Licensed Insurance Agent, *Insurance Institute of Ontario*

Mortgage Agent Course, *Real Estate and Mortgage Institute of Canada*

Certified Sales Professional, *Canadian Professional Sales Association*

Omega Performance Training

“The definition of insanity is doing the same thing over and over again and expecting a different outcome.”

Einstein’s words of wisdom are an integral part of my sales philosophy. Dare to do things differently and think beyond the immediate ROI to see the big picture. Perhaps you’ve already won, but that doesn’t mean you lay idle. The game will continue to evolve, and your competitors will innovate, so you need to always be a few moves ahead.



Resume Strategy

This document is in Canadian English.

When I was chatting with Maria, she compared sales tactics to playing a game of chess, which I incorporated throughout her document as part of her personal brand. She was very calm and collected, and I wanted that aspect of her personality to come through her content and formatting.

Beginning with a quote from her, I set the tone that she was a strategic thinker. Immediately following her summary, I included a graph to show the 8-year steady increase she'd made to her BOB revenue. I did this to 'back up the quote' and demonstrate that she can walk the talk. In keeping with the chess theme, I created a sub header, "Positional Play... Checkmate," to the left of the chart to highlight a few ways she was able to attain such steady growth.

Moving into the experience section, I called attention to Maria's overall sales impact in each role by adding a bolded opening line to highlight the revenue growth she attained. Adding context to her role with a brief description of her primary objective, I then included bolded sentences to serve as sub headers for her accomplishments. Each bolded sentence was to summarize the impact and each bullet underneath detailed how it was obtained.

For added social proof, I included a quote from one of her clients.

To end the document in a similar fashion to how it began, I added an additional quote from Maria to underscore her awareness of the evolving market and her philosophy to not only keep pace but set the pace.