

# HIRED RESUME SERVICE

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## Director of Sales

An award-winning executive with proven success in driving and delivering record-breaking sales revenues, transformational marketing initiatives, and critical business solutions in the highly competitive IT marketplace. Expertise includes leading and building top-performing sales teams and overseeing the development and implementation of effective operating and sales performance initiatives that ensure continuous improvements, expand business opportunities, and drive organizational revenue and growth.

### Areas of Expertise

- Strategic Business, Market & Sales Planning
- ROI, Value Proposition & Profit Optimization
- Recruiting & Human Resource Functions
- Market Evaluation, Penetration & Expansion
- Competitive Analysis, Positioning & Expansion
- Product Introduction & Life Cycle Management
- Sales Target Attainment/Forecasting/Tracking
- Team Building & Performance Enhancements

### Notable Achievements & Awards

- Contributed to growing a start-up into a \$1B+ in annual sales organization—started as one of the first 10 employees for this company, now grown to over 2,300 employees nationally.
- Ranked #1, the longest-tenured Sales Director with the highest producing sales team, YOY, in the Central Region.
- Successfully navigated through tremendous growth, both organically, and through multiple acquisitions.
- Demonstrated ability to effectively stay abreast of the ever-changing complexity of IT products and solutions.
- Led, developed, and built an award-winning, top-performing sales team with an outstanding sales record.
- Earned multiple "Presidents Club Awards" and performance trips for achieving sales excellence.

## Professional Experience

### Name of Company

*A national, leading IT services provider of collaboration and technology solutions for large and medium enterprises. Service offerings include core technology markets-customer experience, cybersecurity, data center, enterprise networking, and unified communications. This company produces \$1.2B in annual revenue and employs 2,300.*

### **DIRECTOR OF SALES**

**2004 to 2018**

Drove all sales initiatives for MN Sales Team. Effectively communicated transversely with all levels of the organization. Oversaw all aspects of sales including training, advising, and managing relationships with multiple internal/external business partners, and departments. Coordinated and interacted with Operations (inventory, staging, shipping) Legal (contracts, T's & C's), Accounting (A/R & A/P) Purchasing, and Services (installation and delivery). Utilized a strong "hands-on" leadership style to deliver solutions. Led a team of up to 15 National Account Managers (NAM's) 5 Sales Support/Customer Support staff (CSR's) and 4 Solutions Architects. Responsible for the care and feeding of a \$30M to \$40M annual book of business.

- Produced \$510M+ in revenue and 34% in gross margin through effective team management.
- Hired, trained, and developed a top producing sales team with 10 out of 11 earning a "Presidents Club Award" for sales achievements; this team consistently produced a high level of sales revenue with low turnover.

- Supported team in sales planning, execution, reporting, customer service delivery, process approvals, and authorizations.
- Resided on the National Account Managers (NAM's) leadership team. Collaborated and worked on proposals, pricing, strategy, resource coordination, execution, overcoming challenges (daily blocking & tackling).
- Joined NAM's on customer calls and at on-site meetings for opportunity discovery, challenge resolution, or customer relationship building.
- Held individual and team sales meetings to discuss initiatives, corporate updates, MTD/YTD performance and objectives, training needs, account plans, forecasting, A/R, and other business topics.
- Highly active in RVP communications with both the leadership team & individuals; evaluated and strategized on regional performance, team performance, forecasts, objectives, initiatives, and challenges.

## **NAME of COMPANY, Eagan, MN**

*NACR was founded in late October 1993 as a secondary market supplier of used telephony equipment, predominantly AT&T/Lucent. Because of the company's success, in 1998, NACR was chosen to become Lucent Technologies' first Authorized Channel Partner in the United States and now had the authority to sell new Lucent products. In 2000, Lucent Technologies spun off its products division to AVAYA and NACR continued to grow its business selling the AVAYA portfolio which was the foundation for what has become ConvergeOne today. (See above)*

### **National Account Manager**

**1994 – June 2004**

Responsible for growing new business across the US—singlehandedly built and maintained a profitable book of business from scratch with 0 established accounts. Diligently obtained new sales through cold calling and networking. Targets were created from user group lists, trade magazines, and purchased lead sheets. Wore several hats in this role; sold, sourced, serviced, and performed A/R collections by phone from coast to coast.

- Winner of the "Presidents Club Award."
- Took on the challenge of a 100% commission sales position and surpassed sales goals.

## **Education | Special Training**

### **MINNESOTA STATE UNIVERSITY – Mankato: B.S., Business Administration-Finance**

**Training:** Completed several CEB/Gartner on-line workshops focused on best practices and talent management.

**Technical Skills:** Microsoft Products: Outlook, Excel, Word, PowerPoint, Dynamics CRM, Cisco Webex