

Pine Brook, NJ 07058

SUMMARY

Accomplished VP of Sales who consistently surpasses sales quotas. Offering 15+ years of sales pipeline development and execution for personal and team sales as well as extensive management and team growth expertise. Seeking a new position that allows me to utilize my relationship building skills to drive sales for a client focused organization..

SELECT SKILLS

- Brand Strategy
- SaaS Enterprise Sales
- Sales Strategy
- Negotiating
- Business Development
- Culinary Expertise
- Ecommerce
- Promotional Advertising
- Sales Funnel
- Product Safety / Compliance
- Procurement
- Professional Kitchen Management

PROFESSIONAL EXPERIENCE

New York, NY 11/2017-current

is an innovative startup that helps companies reward and recognize their employees in a novel way by offering a unique gift delivery platform and fun employee experience.

VP of Sales

- Created and executed sales process and best practices that improved the effectiveness of prospecting; increasing lead generation by 100%
- Grew client base and annual revenue through new prospecting strategies by 300%, exceeding quota.
- Lead, coach, collaborate, mentor, and provide strategic operational direction to a team of sales executives
- Developed KPI's to measure pipeline metrics

Bloomfield, NJ 2003-2017

is New Jersey's leading full service promotional advertising and marketing agency that helps their clients build their business using creative logoed merchandise.

VP of Sales and Marketing

09/2011 to 10/2017

- Grew new business development by implementing new technology platforms to manage the sales funnel process. Led to sales growth of 5% annually, consistently exceeding quota.
- Instituted a company-wide new account sales strategy meeting resulting in 100 new accounts & over \$1MM in incremental sales.
- Expanded a company store for The New York Times by rolling out established concept through multiple departments including Education and Digital resulting in over \$1MM in sales

- Managed internal account team of 6 for Nestle overseeing \$3M in sales. Developed relationships in all business channels for Nestle including Waters, Confection, Professional, Beverage, Pizza, Ice Cream, Nutrition and Health Sciences.
- Launched an apparel program for Gimlet Media to incentivize consumer subscriptions resulting and over 10K new subscribers and \$1MM revenue to client.
- Created extensive content and strategy for social media marketing campaign to drive new business channels. Led to a 44% jump in new client acquisition.

VP of Sales

06/2007 to 08/2011

- Lead the effort to purchase products from our vendors, overseeing an annual budget of over \$10MM. Negotiated all vendor purchase agreements, sampling budgets and rebates
- Oversaw company wide sales; recruiting, hiring, training, and coaching a team of up to 12 professionals responsible for a \$10MM book of business
- Developed SaaS company stores nationally and oversaw rollout throughout entire team resulting in 7 company stores and revenue of over \$2MM.
- Launched an apparel merchandising program for Equinox and grew it by 40% year over year. Shipped over 90K customized shirts annually with less than .01% rejection rate.
- Successfully negotiated with all All-Ways suppliers for better purchasing resulting in over \$100,000 in savings annually.

Account Manager

02/2003 to 05/2007

- Specialized in idea development, product presentations, sourcing, sampling, order management, shipping logistics, and invoicing.
- Managed an annual student recruitment premium program for Lincoln Educational Services with annual sales of \$750K resulting in a 25% enrollment rate increase for the client
- Grew from first year sales of under \$80K to over \$1MM in less than 3 years adding over 200 new clients.

Chef

07/1997 to 01/2003

Trust Restaurant & Lounge - New York, NY

Le Perigord - New York, NY

Esca - New York, NY

Jean-Georges - New York, NY

L' Escargot – London, England

Clementine - New York, NY

The Lenox Room - New York, NY

EDUCATION

Associate of Arts: Culinary Arts

09/1995 to 05/1997

The Culinary Institute of America – Hyde Park, NY

Bachelor of Arts: Psychology

08/1991 to 05/1995

Emory University - Atlanta, GA