

PROFESSIONAL SUMMARY

SENIOR VICE PRESIDENT of SALES

Deliver business opportunities, competitive advantage, and unique capabilities with 15+ years' progressive executive experience in sales and customer management within B2B and B2C distribution environment. Lead top-performing national sales teams in driving double-digit growth with well-executed strategies delivered in response to evolving trends and updated market data in acquisition-heavy environment. Convey complex concepts across internal and external stakeholders.

KEY QUALIFICATIONS

Business Generation | Sales Strategy Development & Execution | Growth Forecasting | Strategic Market Plans | Negotiations Presentations | Account Management | Brand Awareness | Relationship Building | Sales Portfolios | Market Analysis New Market Development | Digital Marketing | Recruitment | Compensation Development | Succession Planning | PE Experience | P&L Responsibility | Operational Excellence

EXPERIENCE

2007–Present

Senior Vice President of Sales | 2013–Present

Direct 8 managers overseeing support staff of 400 in delivering outstanding customer service in sales and service departments with combined \$27M expense budget. Hold full P&L responsibility. Guide merchandising, marketing, and pricing. Monitor department expenses; implement corrective action as needed. Develop sales and pricing strategies. Negotiate favorable terms with key suppliers. Review and refine key sales process, incentives, and training.

Revenue Generation

- Met shareholder expectations; delivered \$1.6B in revenues with well-executed top line-budget and sales strategy.
- Increased topline revenues to \$1.6B (from \$900M) since 2013, while growing EBITDA \$100M.
- Positioned company favorably with key industry groups and associations through informative customer engagements that built credibility and opened sales opportunities.

Cost Savings

- Retained 90%+ of revenue following integration of acquired sales and service organizations; trimmed headcount without jeopardizing top line businesses employing dynamics-drive coverage model.
- Delivered 2 logistical solutions saving \$2M in 2017, and projected to save \$3M in 2018; wrote and justified business case for optional shipping solution that streamlined processes and improved customer satisfaction. Enrolled 100% of clients.
- Realized significant cost savings 500k in negotiations for CRM, and internal and mobile communications with vendors.

Mergers & Acquisitions

- Led 4 acquisitions within last 5 years; oversaw customer-facing decisions throughout M&A activity.
- Facilitated acquisitions; ensured appropriate cultural fit, fostered relationships with existing staff, and prepared systems, technology, and warehousing for seamless integrations without interruption to business.

Process Improvements

- Achieved established service-level expectations of 85% of calls answered within 30 seconds for 175 phone agents.
- Reduced order-entry errors to less than 1%; attained 99% accuracy on all manually entered orders.

Leadership

- Attracted highly qualified candidates with sales compensation programs tied to company profitability; aligned with company objectives with monthly, quarterly and annual incentives and built consistency into processes.
- Mentored national account manager into regional vice-president role, and 5 associates into inside sales manager roles; conducted monthly training workshops.
- Increased staff by 75+ members over 5 years to meet exponential growth; retained qualified staff from acquired companies.

EXPERIENCE (continued)

National Sales Manager | 2012–2013

Designed and implemented key sales process, incentives, and training for 5 regional managers and support staff of 40 in position created position by CEO. Developed and rolled out key marketing strategies with marketing and product-development teams in coordination with VP of Sales. Outlined competitive marketplace in monthly reports to senior executives.

- Delivered EBITDA \$35M per year from \$800K pre acquisition.
- Preserved margins despite weekly price fluctuations; positioned company as market leader in price.
- Guided customers in adopting systems and technology throughout IW acquisition.

Regional Vice-President of Sales | 2007–2012

Directed field sales and marketing team for Southern region, representing roughly 50% (\$400M) of BBC business, to consistently achieve top-line growth and solid profitability. Developed and implemented strategic initiatives that retained and grew current book of business with marketing and merchandising groups. Coached sales team to employ targeted approaches aligned with customer's business needs.

- Achieved 19% growth in 2010 on corporate plan of 10%; recognized as only region to show growth in 2009.
- Realized 23% growth in 2008 on corporate plan of 15%.
- Outperformed competition with strategic pricing programs and rebate offers that increased market share in specific areas.
- Delivered higher service level for all customers while reducing expenses 35%+ through realignment of territories that also maximized travel resources.

2000–2007

Director of Sales (2004 – 2007)

Managed sales team generating \$400M in annual sales. Managed day-to-day operations of regional customer-care center and 16 direct reports in 2-year role as regional customer service manager prior to promotion to director of sales.

- Contributed 19.5% growth in just one year with institution of popular customer-loyalty program.
- Exceeded annual budget expectations by \$4M in RIP through implementation of strategic marketing of co-op accounts.
- Facilitated implementation of 90+ new accounts generating \$5M+ in new business in one year.

Sales Manager (2002-2004)

Customer Service Manager (2000 – 2002)

EDUCATION

Bachelor of Arts (BA) in Management, Angelo State University, San Angelo, Texas

PROFESSIONAL DEVELOPMENT

Utilizing SPIN Selling	P&L Responsibility
9 Step Sales Process	Effective Negotiating
Time Management Workshop	EQ over IQ
Diversity in the Workplace	Civil Treatment for Managers
Management Guidelines	Safety in the work place
Ethics	

COMMUNITY & VOLUNTEER ACTIVITIES

Basketball Coach, Argyle Youth Sports Association (AYSA)