

St. Louis, MO

Senior Sales & Marketing Leader

Subject Matter Expert in Marketing Services, Performance Improvement, Consumer Marketing, & Prepaid Cards

Experienced senior sales & marketing leader with blue chip company background including Maritz, American Express, MasterCard, American Express Incentive Services (now Blackhawk), BI Worldwide, Catalina Marketing, Johnson & Johnson, and Glaxo SmithKline. Entrepreneurial experience with two successful start-ups in the marketing services space. Extensive experience in consumer marketing, sales/channel incentives, employee engagement, prepaid cards, and over 20 years managing national sales organizations selling to Fortune 1000 companies.

Career Highlights

- – Responsible for the U.S. and EMEA markets.
- Managed national business development efforts for B2B Prepaid, a \$2B division. Launched Serve to the B2B space with projected sales of \$500M+.
- – Managed national client management team representing \$100B in sales. Personal account was JPMorgan Chase and grew prepaid sales to \$4.7B (+15.7%).
- - Grew sales from \$20M to \$107M.
- Start-ups in technology based consumer marketing, growing sales to \$100M
- sales from \$4M to \$15M.
- Youngest Director level person in company with the fastest growing team taking sales from \$7M to \$160M. Promoted Twice.
- Youngest District Manager in history of company and grew sales from \$5M to \$30M. District Manager of the Year Award. Promoted three times.

Professional Experience

2017 to present

Leading performance-improvement company with \$1.2B in sales, 4600 employees, 76 of Fortune 100 are clients.

Vice President, Sales

Responsible for the U.S. and EMEA markets. Focus on sales/channel incentives, employee engagement, and consumer promotions, selling to the Fortune 500 clients.

- Developed the business & sales strategy for the EMEA market.
- Transitioned the sales team from account management to a growth organization.
- Initiated changes to the sales compensation plan, recognition program, sales deployment, and instilled sales discipline with SFDC reporting, internal communication, and account strategies.
- Sold SaaS based platforms for employee engagement, and sales incentive programs.
- Participated in numerous cross functional teams including SaaS platform development, solution design, financial reviews, product development, sales strategies, etc.
- Growth projected at 30% in 2018.

2014 to 2017

Payments & Technology Company, which ranks #90 on the Fortune 500 list with \$34B in sales revenue.

Senior Manager – B2B Prepaid

Lead the national business development efforts selling to Fortune 1000 organizations and reseller channels. Focus on consumer promotions, sales incentives, employee programs, gift cards, and payment disbursements.

- Created and implemented the business development strategy and execution plan.
- Developed the B2B prepaid value proposition and marketing materials.
- Served as lead for all B2B prepaid business development efforts, including external/internal initiatives.
- Launched new product, Serve, for corporate disbursements to the B2B space.
- Developed a pipeline of \$2B+.
- Generated \$50M+ in new business each year.
- Closed numerous resellers/distributors.
- Closed Carnival Cruise Lines for \$10M annually.
- Closed BSH Home Appliances rebate for \$8M annually.

2012 to 2014

Payments & Technology Company, which ranked #370 on the Fortune 500 list with \$6.7B in sales revenue.

Vice President, Business Leader – Prepaid Account Management & Solution Sales (2013 to 2014)

Oversaw the national prepaid account management and solution sales team with four direct reports, which generated \$100B in sales volume. Clients include issuers, processors, and program managers.

- Developed account management discipline plan, including playbooks, communication strategy, call patterns, etc.
- Worked closely with product management, business development, finance, product delivery, and other stakeholders.
- Provided prepaid SME support for major issuers including BAML, Chase, US Bank, and Suntrust.

Vice President, Business Leader - JPMorgan Chase, Prepaid Account Manager (2012 to 2013)

Managed the prepaid business with JPMorgan Chase, which included both public and commercial sector programs.

Included state unemployment insurance programs in NY, IL, PA and the Carnival Cruise Lines payroll card program.

- Grew sales to \$4.7B (+15.7%).
- Conducted two boot camps with sales teams on corporate incentives and consumer promotions.
- Helped present/close Bank of America for incentives and trained 200 Treasury Sales Officers.
- Closed first Advisors consulting project with JPMorgan Chase - ATM Denials for \$160k.
- Managed the Carnival Cruise Lines payroll card video for crewmembers.
- Managed research for the PA UI program and Carnival crewmember focus groups.
- Portfolio optimization - 2.5% improvement of cash to POS at Chase.
- Received the Heart Award for work internally on business incentives.

2005 to 2012

Prepaid card program manager with focus on consumer promotions, sales incentives, and employee rewards.

Vice President, Western Region

Oversaw the Western Region Field Sales Organization that covers 75% of the United States. Managed the sales team of Account Executives responsible for business development with Fortune 500 companies.

- Increased Western Region sales from \$20M to \$107M.
- Recognized as the fastest growing sales team 5 of 7 years within organization (Circle of Excellence Award 5 times).
- Trained sales organization on strategic selling and consultative selling skills.
- Viewed as SME on consumer promotions and incentive theory within company.
- Awarded Max Recognition Leadership Award in 2005 (role model executive).
- Served as member of numerous cross-functional committees.

Education

Bachelor of Science, Business Administration - Southeast Missouri State University, Cape Girardeau, MO

- Marketing Major – Psychology Minor.
- SEMO Soccer

Notable Achievements & Volunteer Activities

- Procter & Gamble college sales internship.
- University of Michigan: Finance for the Non-Financial Executive Course.
- Ohio State University: Wholesale Distribution Executive Management Course.
- Center for Creative Leadership: Leadership Development Program.
- Make-A-Wish: Wish Grantor and Fund Raising Committee.
- Muscular Dystrophy Association: Fund Raising Committee.
- Capital Innovators: Mentor