

## BUSINESS DEVELOPMENT MANAGER/PROGRAM DIRECTOR

### Executive Profile

Marketing and sales executive who thrives in energetic, high-pressure, competitive environments. Creative, results-orientated dynamic professional with extensive educational and professional expertise with long track record of success in direct sales and brand management. Exceptional problem solver, natural leader and skilled mediator who excels at bringing out the best in all employees. Disciplined and versatile in resource management while facilitating growth in sales, marketing and business enterprises to support corporate objectives.

### Skill Highlights

Top-ranked sales executive leading large National account management organizations. Organizational psychology and management Excellence in strategic business policy. sciences. Direct sales trainer and staff development Planning and control. manager. Public and client relations. Marketing and economic policy. Revenue and market expansion. Resource optimization. Excellent communicator. Compelling leadership skills. Complex project negotiator. International business and marketing. Advanced problem solving abilities .

### Professional Experience

Business Development Manager/Program Director

February 2014 to Current Company Name - City , State

- Designed and implemented a strategic marketing initiative for First Interstate Bank entitled, "Bank of the Future." Market share and revenue grew by over 300% and the program, which included the training of bank employees in direct sales, was rolled out Nationally. Developed sales training protocols for ADP's new "P.C.
- Payroll" product line which eventually dominated the marketplace. Recruited, trained and managed an agent sales force for AT&T's GBS Division which grew to in excess of 250 million dollars in revenue per year. Built successful telecommunications company that quickly grew to 30-plus employees and 5 million dollars in annual revenue.
- Responsible for all aspects of the organization including direct sales.

### Program Director

September 2011 to January 2015 Company Name - City , State

### Senior Counselor

November 2008 to August 2011 Company Name - City , State

### Substance Abuse Counselor

August 2006 to November 2008 Company Name - City , State

### Substance Abuse Counselor

September 1993 to August 2006 Company Name - City , State

### President/CEO

January 1990 to May 1993 Company Name - City , State

Chief Executive Officer of medium-size Telecommunications Corporation. Managed the day-to-day tactical and long-term strategic activities within the business.

Capitalized on industry changes to maximize company revenue.

Conducted cost, schedule, contract performance, variance and risk analysis.

Drafted business plans, budgets and quarterly and semi-annual business reviews.

Coached and mentored 38 staff members by offering constructive feedback and taking interest in their long-term career growth. Conducted all sales training to insure for quality and effectiveness consistent with the mission and objectives of U.S. Telecom.

Established knowledge-sharing processes for 38 associates throughout the organization.

Increased monthly sales by 70% by implementing strategies to develop and expand existing customer base through up-selling and cross-selling

Managed budget forecasting, goal setting and performance reporting for all accounts.

Identified strategic partnerships and gathered market information to gain a competitive advantage.

Optimized current revenue streams by networking for additional business prospects with established clients.

Planned strategic brand-building events to expand the product portfolio.

Contacted new and existing customers to discuss how specific products could meet their needs.

Identified, coordinated and participated in client relationship-building activities and meetings.

Added value to marketing material by introducing creative advertising concepts.

Cultivated relationships with key players in various industries to create ongoing and mutually beneficial referral systems.

Answered customer questions regarding products, prices and availability.

Identified issues with existing marketing material to drive process improvements.

Developed growth plans by identifying key clients, key targets and priority service lines.

Leveraged lead generation tools to increase profitability and product presence in the marketplace.

Generated new sales opportunities through direct and telephone selling and emails.

Collaborated with account executives to penetrate new accounts, identify potential customers and coordinate product demonstrations.

Maintained up-to-date knowledge of industry, target accounts and competitive landscape.

Developed innovative business plans and sales strategies for vertical markets.

Coordinated and managed major proposal processes from initiation to implementation.

Generated business development awareness by implementing in-depth sales and marketing training programs.

Senior Territorial Manager

April 1988 to January 1990 Company Name - City , State

Spearheaded Agent Program, resulting in a 300% increase in revenue.

Spearheaded cross-functional initiative to achieve cross-selling and up-selling to new and existing customer base

Trained all sales agents to up-sell add-on services to existing customers, generating incremental revenue and creating relationship-selling.

Collaborated with other account managers to prepare and deliver performance updates and quarterly business reviews.

Monitored market conditions, product innovations and competitor activity, and adjusted account sales approach to address latest market developments.

Consistently secured new accounts, resulting in a 300% increase in year over year revenue.

Trained sales teams on educational products at seminars and special events.

Delivered exceptional account service to strengthen customer loyalty.

Negotiated details of contracts and payments and prepared sales contracts and order forms.

Led sales calls with team members to establish sales and customer retention goals.

Monitored customer preferences to determine focus of sales efforts.

Generated monthly and annual sales reports.

Created and directed sales team training and development programs.

Shared product knowledge with customers while making personal recommendations.

Trained in negotiations and time management.

Recommended and helped customers select merchandise based on their needs.

Extended customer subscriptions, offering discounts and promotions to ensure high customer retention rates.

Informed customers about sales and promotions in a friendly and engaging manner.

Trained new employees on company customer service policies and service level standards.

District Manager

May 1986 to March 1988 Company Name - City , State

Credit/Marketing Manager V.P

March 1984 to April 1986 Company Name - City , State

Education

Ph.D : Business Administration , 2003 California Coast University - City , State GPA: GPA: 9 Summa Cum Laude Business Administration GPA:

9 Strategic Business Policy, Marketing and Economic Policy, Organizational Psychology, Cultural Dimensions of Management, Corporate

Finance, Planning and Control, Management of Business and Public Organizations, Human Resource Management, Human Behavior in

Organizations, Management Theory and Practice Critical Thinking/Problem Solving and International Marketing. Summa Cum Laude

MBA : Business Administration , 2002 California Coast University - City , State GPA: GPA: 0 Summa Cum Laude Business Administration GPA:

0 Emphasis on Organizational Behavior, Managerial Decision Making, E-Business, Management Science, Quantitative Methods, Human

Relations, Financial and Marketing Management, Business Law, Computer Technology for Managers, The Research Process. Summa Cum Laude

Bachelor of Science : Business Administration Psychology, Sociology, Business Management, Organizational Theory and Behavior,

Marketing, Economics and Communications , 2000 California Coast University - City , State GPA: GPA: 0 Graduated Summa Cum Laude

Business Administration GPA: 0 Psychology, Sociology, Business Management, Organizational Theory and Behavior, Marketing, Economics and

Communications Graduated Summa Cum Laude

Prerequisites for State Certification: Addictions Studies : 2006

Case Management and Documentation, Addictions Studies Hospital Corpsman/Psychiatric Technician : 1980 Palo Verde Junior College - City ,

State

Hospital Corpsman School, EMT-II, Psych Technician, Crisis Intervention Certified Substance Abuse Counselor. All College Transcripts are

available upon request. United States Navy

Interests

Volunteer at Pegasus Riding Academy for handicapped children and adults. Work with at-risk teens on substance abuse and gangs (CGA)

Additional Information

- COMMUNITY SERVICE Volunteer at Pegasus Riding Academy for handicapped children and adults. Work with at-risk teens on substance abuse and gangs (CGA)

Skills

account management, ADP, Business Law, Case Management, Corporate Finance, Counselor, Crisis Intervention, client relations, Decision Making, Dimensions, Direct sales, Documentation, E-Business, Financial, Human Resource Management, Human Relations, International business, International Marketing, leadership skills, Managerial, marketing, Market, Marketing Management, negotiator, communicator, optimization, Organizational, Payroll, P.C., problem solving, protocols, Psychology, Research, sales, sales training, Strategic, strategic marketing, Technician, telecommunications, trainer