

EXEC DIRECTOR OF SALES, CONSULTANT, STRATEGIST

Executive Profile

10+ year proven track record in Digital, Mobile, and Social, Business Development & Sales Leadership experience, working with top tier clients and agencies in revenue generation, sales team management, across Retail, CPG, QSR, Electronics, Entertainment, among other verticals, leading sales teams to exceeding quota and new market expansion

Skill Highlights

- Business development leader
- Sales team management
- Revenue and market expansion
- Self-motivated
- Leadership/communication skills
- Negotiations expert
- Market research and analysis
- Customer-oriented

Core Accomplishments

Sales Management and Leadership : Â

- Built and managed sales teams to over \$25MM in annual quota achievement
- Business Development leadership in

Business Development Expertise : Â

- Spearheaded programs which increased revenues 150% YoY and successfully expanded into new markets and territories

Professional Experience

Exec Director of Sales, Consultant, Strategist

Current Company Name 1/4 City , State

- Work with clients and agencies to build and implement in-market strategies and extend revenue streams across digital, mobile, and social messaging channels
- Drive revenue across Retail, CPG, e-Commerce, Technology, and Entertainment clients
- Manage and Develop go-to-market strategies and positioning to achieve optimal goals
- Build Mobile + Social Planning, Marketing & Messaging Strategies via Multi-Platform and Omni-Channel execution, also to be executed digitally via live on-the-ground events
- Develop and Strengthen Strategic Partnerships across disciplines and tech partner organizations.

Advisor, Strategy, Business Development, & Sales and Media / Marketing Strategist.

Current Company Name 1/4 City , State

- Drive Business Development and Strategy through sourcing new client relationships.
- Develop holistic digital and media strategy through execution, across Mobile / Digital companies developing solutions for expansion and new marketplace penetration endeavors.
- Manage and Develop go-to-market strategies and positioning to achieve optimal goals.

Sales Team Management, Regional Sales Manager

Company Name 1/4 City , State

- Manage a sales of 10 selling Cross-Screen Digital Technology & RM Solutions across PC, Mobile, Video, Social, Advanced Dynamic Ad Serving, Creative Services.
- Manage over \$25MM in annual revenue across the Eastern Region, forecasting budgets, managing to goal across the team, and through individual account leadership and oversight.
- Deliver 115% to goal and drive revenue through Media and Creative Agencies + Client Direct.
- Develop key strategic partnerships across disciplines, platforms, and selling verticals.

VP, Senior Director of Mobile Sales and Strategy

Company Name 1/4 City , State

- Manage sales efforts and lead team of account and campaign sales management
- Develop and Report revenue growth to C-Level management, directly to the President, and also to the CEO of the organization
- Lead all Mobile and Tablet Strategic Executions and manage entire Sales process with Agencies, Clients, Publishers, and Networks - both end clients and media partners
- Manage and solidify top partnerships with agencies for Mobile Ad Serving and Rich Media
- Develop large book of agency/client business and grow revenues 150% annually YOY

Senior Director of Sales, Mobile Solutions Specialist

Company Name 1/4 City , State

- Present sponsorship sales offerings, Manage and execute deals with top agencies: Mediavest, Mediacom, Mindshare (Joule), Carat, Media Contacts (Mobext), Ogilvy, BBDO, Mullen.
- Lead the conceptualization & implementation of multiplatform campaigns and strategic initiatives for key partners, including VH1, Bose, IKEA, Slim Jim, Ford, Coke, Six Flags.
- Work closely with creative development, marketing, sales, and operations to increase campaign success and optimize for performance.
- Build cross-platform revenue forecasting, create campaign management platform featuring brand sponsorship and integration offerings across multiple disciplines.

Manager, Eastern Sales and Business Development

Company Name 1/4 City , State

- Build & develop sales territory of top agencies and brands, increase revenues for digital content organization, exceeding sales goals at 110%
- Develop integrated programs and campaign executions with top tier brands, manage entire sales processes
- Successfully closed integrated deals including Walmart, P&G, Nestle, Aquapod, HP
- Produce and enhance actionable marketing material and product collateral for external industry consumption, present to agencies and clients to ensure successful sell-through.

Cross-Platform Digital Media Advertising Sales

Company Name 1/4 City , State

- Work with agencies and clients in advertising across all MTVU online properties and develop agency & client relationships, in conjunction with Cable partners
- Build sponsorship packages across both digital integrations and television offerings, develop compelling visual collateral, incorporating analytics, campaign reporting
- Create and deliver strategic sales plans to secure digital deals across multiple key verticals
- Strategize with upper management and agency buyers on fostering/growing top accounts
- Manage cross-functionally across all departments, driving TV platforms & all digital sites

Commercial Producer, Production Manager

Company Name 1/4 City , State

- Work with top Madison Avenue Ad Agency to Produce TV Commercial Animatics to be produced as live on-air commercials for Fortune 500 companies.
- Manage entire production process throughout commercial shoots, securing crews and production staff, vendors, and all aspects of pre- and physical production.

Education

MBA : Management and Media Communications Management, Finance , 2012 Fordham University Graduate School of Business GPA: GPA: 3.9

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BS : Media Communications and Film Production/Direction , 1999 Syracuse University, S.I. Newhouse School of Public Communications GPA: GPA: 3.8

GPA: 3.8

Media Communications and Film Production/Direction

Skills

Sales Management, Business Development and Strategy, Client and Agency Focus, Creative Development, e-Commerce, Forecasting, Leadership, Managing, Marketing, Messaging, Positioning, Process Driven, Reporting and Analytics