

## BUSINESS DEVELOPMENT ASSOCIATE

### Executive Profile

Award-winning sales executive with international sales experience.

### Skill Highlights

#### Professional Experience

##### Business Development Associate

January 2015 to Current Company Name - City , State

- Responsible for prospecting and developing relationships for unqualified, and qualified sales leads through Market Master, Sales Force, cold calls and networking.
- Generated over 60 - 70 sales calls per day and distributed sales materials to the appropriate future clients.
- Secured appointments for the District Managers I am assigned to.
- Built relationships with the District Managers and worked together in securing new leads and securing appointments with the proper contact before or after the client has been qualified and would assist in any way win the sale.

#### Managing Director

January 2000 to January 2015 Company Name - City , State

- Marketing and Management Company for telemarketing firms and the hospitality\hotel industry.
- Projects include, Accelerated Financial Center, LLC, M.R. Carter, LLC, The Ramada Inn, Stuart, FL, The Tourist Information Center of Martin County in Stuart, Florida.
- With MRC, I contracted with MR Carter LLC, and Accelerated Financial Center, LLC.
- Responsible for all telemarketing functions and sales, sales relationship building and administration for both million dollar company's which handled consumer credit card interest rate reductions under the Federal Credit Card Act.
- At the Ramada I was responsible for Guest Services, Group Sales, Conference Services and Catering and Restaurant Management for and Annual 4 million dollar budget.
- I also instituted a program for cold calling and utilizing our CRS with the Ramada to prospect potential clients, sales promotion, and client relationship development.
- This was all done also with a variety of marketing methods.
- At the Information Center, I owned and managed the office at the I-95 exit, and primarily I also did all the sales prospecting calls for potential clients that would utilize our rack sales department.
- This was organized with the County, the hotel community throughout the State of Florida and also with FLAUSA and the State of Florida itself.

#### General Manager

January 1999 to January 2000 Company Name - City , State

- Developed and operated small thirty room upscale resort.
- Responsible for guest services, rooms, operations, accounting, and sales and marketing.
- Developed a strong sales prospecting follow through program for new clients and new prospects through sales avenues that included public relations and consumer awareness.
- First year annual revenue produced \$400,000.

#### Director of Sales

January 1997 to January 1999 Company Name - City , State

- Responsible for all sales & marketing staff and sales aspects for the resort.
- This included public relations, client base relationship and awareness building and staff training to follow through with sales promotion processes.
- Property's annual revenue exceeded 10 million.

#### Director of Travel Industry Sales

January 1990 to January 1997 Company Name - City , State

- Indian River Plantation Resort & Yacht Harbor.
- Manager on Duty, Group Sales Manager, Director of Travel Industry Sales (Domestic and International).
- Was the leading Group Sales Manager for four years.
- Was appointed in 1995 as Director and developed the International and Domestic leisure markets.
- This portion of the leisure market room revenue increased by 2 million in 18 months.

#### Senior Group Sales Manager

January 1980 to January 1990 Company Name - City , State

- Management Trainee, Director of Conference Services & Catering, Group Sales Manager and Resort Manager on Duty.
- Trained in all departments of the property.

- Responsible for groups, and group bookings held at the property which involved the Midwest, Northeast, and Florida markets.
- Instituted a strong awareness and sales process which produced positive results to the property's bottom line.
- Annual revenues exceeded 60 million dollars.
- Leading Group Sales Manager, exceeding goal production for 5 years.

#### Assistant Manager

January 1975 to January 1980 Company Name - City , State

- Concentration on group, front and back of the house, for the Food & Beverage Division.
- Primary employment during College.

#### Education

B.S.B.A : Management Xavier University - City , State Management

M.B.A : Marketing & Finance , 1978 Xavier University - City , State

#### Marketing & Finance

#### Interests

YMCA of Martin County, Molly's House, Hibiscus House for Children, Council for the Arts of Martin County, Economic Council of Martin County, Sunshine State Games of The Treasure Coast, Stuart Main Street, Pineapple Festival of Jensen Beach, Special Olympics of Martin County, Academy of Travel & Tourism of Martin County, The Treasure Coast Tourism Committee for the Council of Chambers, The Hutchinson Island Tourism Development Council Committee for Martin County and St. Lucie County, Sunfest of Palm Beach, The Jensen Beach Chamber of Commerce, The Stuart/Martin County Chamber of Commerce, The Hobe Sound Chamber of Commerce Chili Cookoff, The Junior League of Martin County Travel Auction, The Palm Beach Hospitality Sales & Marketing Travel Auction, The Jensen Beach Chamber of Commerce Travel Auction, The Soroptomist International Travel Auction, The Kiwanis of Jensen Beach Dow Finsterwald Golf Classic and Travel Auction, The Jensen Beach Oak Tree Program for The Jensen Beach Chamber of Commerce, The Martin County Cultural Arts Travel Auction for Artsfest, The Academy of Travel & Tourism.

#### Professional Affiliations

American Hotel Motel Association of Palm Beach and Martin County, Hospitality Sales and Marketing Association International of Palm Beach (Lifetime Honorary Advisor), Hutchinson Island Tourism Committee of the Treasure Coast, The Stuart/Martin County Chamber of Commerce, The Jensen Beach Chamber of Commerce, Skull International of Palm Beach, The Chamber of Commerce of Palm Beach, The International Game Fish Tournament Observers and The International Game Fish Association. Memberships FLAUSA Kiwanis International of Jensen Beach, Historical Society of Martin County, Hotel Motel Association of Martin County and Palm Beach Hospitality, Sales & Marketing Association of Palm Beach, Hutchinson Island Tourism Committee of the Treasure Coast, The Stuart/Martin County Chamber of Commerce, The Jensen Beach Chamber of Commerce, Skull International of Palm Beach, The Chamber of Commerce of Palm Beach.

#### Additional Information

- Volunteer Services: YMCA of Martin County, Molly's House, Hibiscus House for Children, Council for the Arts of Martin County, Economic Council of Martin County, Sunshine State Games of The Treasure Coast, Stuart Main Street, Pineapple Festival of Jensen Beach, Special Olympics of Martin County, Academy of Travel & Tourism of Martin County, The Treasure Coast Tourism Committee for the Council of Chambers, The Hutchinson Island Tourism Development Council Committee for Martin County and St. Lucie County, Sunfest of Palm Beach, The Jensen Beach Chamber of Commerce, The Stuart/Martin County Chamber of Commerce, The Hobe Sound Chamber of Commerce Chili Cookoff, The Junior League of Martin County Travel Auction, The Palm Beach Hospitality Sales & Marketing Travel Auction, The Jensen Beach Chamber of Commerce Travel Auction, The Soroptomist International Travel Auction, The Kiwanis of Jensen Beach Dow Finsterwald Golf Classic and Travel Auction, The Jensen Beach Oak Tree Program for The Jensen Beach Chamber of Commerce, The Martin County Cultural Arts Travel Auction for Artsfest, The Academy of Travel & Tourism

#### Skills

accounting, budget, cold calling, Credit, client, clients, staff training, Financial, Director, marketing, Market, Marketing and Management, materials, Excel, office, Outlook Express, Power Point, win, Word, networking, processes, promotion, public relations, relationship building, Restaurant Management, Sales, Sales Manager, telemarketing