

## ACCOUNT MANAGER/BUSINESS DEVELOPMENT

### Experience

Account Manager/Business Development , 07/2018 to 07/2019

Company Name " City , State

- Responsible for simplifying diagnostics and improving global health by providing advanced and supporting advanced health care solutions.
- Identify, select, and develop distributors and end-users qualified to successfully represent CTK Product both domestically and internationally.
- Collaborate with current customers to develop new business and/or to expand existing businesses within the assigned region.
- Negotiate pricing agreements that balance the needs of the organization with the needs of the customer as well as monitor and analyze data and market conditions to identify competitive advantages for new and current customers.
- Conduct market tours, meeting with end users and distributors to collect market feedback, conduct business planning, make product presentations, troubleshoot and train distributor sales staff.
- Representation of CTK Products at International trade shows in Europe and Latin America.
- Engage in opportunities and propose effective strategies by performing cost-benefit analysis for positioning CTK products within each market.
- Outline and record the market environment and business potential related to CTK products.
- Manage distributor quotas and purchase levels of assigned accounts to ensure achievement of assigned CTK sales targets.
- Ranked as the #1 Account Executive that finished quarter 2 with a 4% increase for the year.
- Reach quarterly sales targets and work with the sales team to develop strategies and implement brand strategies to ensure a consistent marketing message.
- Responsible for generating new Research Use Only accounts to enhance the CTK products in the United States.

Laboratory Consumables Sales Representative , 07/2017 to 05/2018

Company Name " City , State

- Acquired deep knowledge of IMEB's lab equipment and supplies, service offerings, and business processes.
- Managed incoming sales leads which included responding to incoming inquiries that are considered to be non-strategic or transactional accounts within the United States and Latin America.
- Used knowledge of the industry and market, specifically customer and competitor trends, to build and grow the new and existing customer base while achieving a defined sales goal.
- Developed and implemented a business plan to expand business and maintain a pipeline of opportunities to meet or exceed sales objectives.
- Led and participated in presentations at conferences and special projects as required.

National Sales Executive , 06/2016 to 07/2017

Company Name " City , State

- Provided and promoted the best quality nursing uniforms as well as selling add-on services such as lab equipment, supplies, patches and embroidery for health care professionals.
- Number 1 Sales producer at Dove Professional Apparel for the last 3 years of their sales history.
- Developed new clients and business by prospecting, cold calling, attending national conferences and responding to business leads.
- Maintained a high level of customer service and increased revenue streams with existing customers as well as leveraged relationships to expand business.
- Also monitored and reviewed customer sales activity and made adjustments to processes and strategies as needed.
- Made customized presentations to various accounts which included onsite visits, problem solving workshops, administrative follow-ups and master knowledge of the Dove product line and value proposition.

Market Analyst/ Business Development Specialist/ Client Advocate , 01/2010 to 06/2016

Company Name " City , State

- Generated sales leads by contacting library staff member's pre-registration industry conference lists, seminars, websites enquiries, client databases and client referrals.
- Provided clients with regular account reviews in an effort to elicit open communication with respect to the value of services and upsell additional products and processed long-term agreements contracts.
- In charge of reporting, tracking, evaluating a client's progress on their Technology Roadmap, while staying mindful of critical impacts to the client's business needs.
- Suggested and implemented creative pricing and payment solutions balancing customer needs and pricing policies.
- Worked with multiple business departments (legal, finance, marketing, operations) to develop solutions for growth and development of operational best practices.
- Supported the requirements for customer licensing and monitored accounts for compliance issues.

Business Manager/Sales Manager , 09/2006 to 03/2009

Company Name " City , State

- Conducted job performance reviews, manage staff and personnel issues, supervised customer service and directly responsible for meeting and exceeding personal and team sales goals as set forth by Store Management.
- Managed the orientation and development of all Cosmetic Consultants to ensure increased brand awareness, productivity and sales.

- Fully responsible for recruiting and interviewing potential candidates based on hiring criteria.
- Organized special events / tradeshows and reached out to outside businesses to increase revenue.
- Conducted product demonstrations and presentations.

#### Work History

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#### Education

Bachelor of Science Florida State University - City , State

#### Summary

- To obtain a sales position where my experience, accomplishments, and proficiency will allow me the opportunity for growth.

#### QUALIFICATIONS:

- 13 years of consistently exceeding sales goals
- 13 years of progressive experiencing in managing staff and accounts
- 13 years of experience on product demonstrations/ presentations
- Excellent computer skills: Work, PowerPoint, Excel, proprietary inventory systems Salesforce.com, social media
- 13 years conducting business to business sales
- Fully fluent in Spanish and English
- 7-13 years coordinating special events and tradeshow

#### Highlights

- |                                    |                       |
|------------------------------------|-----------------------|
|                                    | • Hiring              |
|                                    | • Latin               |
|                                    | • Legal               |
| • Administrative, Store Management | • Marketing           |
| • As set, Strategic                | • Market              |
| • Balance, Trade shows             | • Nursing             |
| • Business plan, Troubleshoot      | • Performance reviews |
| • Business planning, Websites      | • Personnel           |
| • Business processes, Workshops    | • Policies            |
| • Cold calling                     | • Positioning         |
| • Competitive                      | • Presentations       |
| • Conferences                      | • Pricing             |
| • Contracts                        | • Problem solving     |
| • Client                           | • Processes           |
| • Clients                          | • Producer            |
| • Customer service                 | • Progress            |
| • Databases                        | • Quality             |
| • Special events                   | • Recruiting          |
| • Finance                          | • Reporting           |
| • Forth                            | • Research            |
|                                    | • Selling             |
|                                    | • Sales               |
|                                    | • Seminars            |

#### Skills

- Administrative, as set, balance, business plan, business planning, business processes, cold calling, competitive, conferences, contracts, client, clients, customer service, databases, special events, finance, forth, hiring, Latin, legal, marketing, market, nursing, performance reviews, personnel, policies, positioning, presentations, pricing, problem solving, processes, producer, progress, quality, recruiting, reporting, Research, selling, Sales, seminars, Store Management, strategic, trade shows, troubleshoot, websites, workshops

#### Additional Information

- HONORS AND AWARDS: , Ranked 6th in the state of FL as the top Sales Representatives for Estee Lauder in 2009 and exceeded sales goals by 15%. Maintained excellent client retention rates under 1% at SirsiDynix/EOS International by providing highly accessible service coupled with expert industry knowledge. Expanded market share for Dove Professional Apparel by more than 40% of last year's numbers. Re-wrote territory business plan for Estee Lauder and prioritized sales calls, which resulted in 80% goal attainment.