

Areas of Expertise



**Sales Strategy,
Revenue Growth**

**Sales Process
Discipline | Accountability**

Sales Team Builder

CRM Implementation and Training

**Pipeline Growth | Forecast
Excellence**

Industries

Consumer Products, Food, Beverage, Luxury Brands, Gifting, Marketing, Non-Profits, Education, Hospitality, Fast Moving Consumer Goods, Technology, Printing, Agency, Retail, eCommerce

Positions Held

Managing Director, Nimble Leader

CEO, Ascend SA | Sales Xceleration
Sales Leader helping businesses with a sales challenge build sustainable, high-growth revenue streams.

Executive Vice President, CRW Graphics
A \$20M leading integrated marketing solutions provider in the digital, traditional and technology space across multiple verticals.

Vice President Sales, Hospitality Mints
Private Equity backed, leading manufacturer of customized, individually wrapped mints and candies with revenues of \$35M.

Vice President Sales, Partnerships & Alliances, Harry & David
Private Equity backed, leading gourmet gift, internet retailer and purveyor with sales exceeding \$500M.

Senior Director, Godiva Chocolatier, Inc.
Leading global luxury chocolate brand exceeding \$500M. Led sales channel and built Customer Marketing team.

Vice President, Team Leader, Eastman Kodak Co.
Global Digital and Analog Imaging company of \$12B.

National Business Development Director; Product Manager; Account Executive, Kellogg Co.
Global morning and snack food company of \$18B.

Education / Certification

B.S., Marketing, Saint Joseph's University

Speaking Engagements

Accelerating Sales through Metrics

Personal Brand | Experiences and Successes

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Sales Builder – Sales Strategy | Sales Process | Implementation | Execution

Core Value: I build sales teams and their foundations to drive topline revenue growth. Focus Areas: Sales strategy, sales process and execution – driving accountability and discipline to grow revenue and profit.

Sales Strategy, Revenue Growth:

- Led strategic growth division with cross functional support to determine and execute a turnaround strategy in 3 months. Led review; developed new product line; drove customer engagement with CEO approval. Met with top customers to support sales team. Grew topline +21% in year 1.
- Developed third-party sales strategy in ultra-competitive category to grow distribution, improve performance and speed to market; selling through distributors. Increased penetration from 36% to 72% in 14 months. Achieved +48% revenue growth.
- Refocused strategy of underperforming brand to move to premium positioning in marketplace. Developed new selling story, new account targets and verticals to grow sales +25%. Enhanced margins by 3 points; +28% profit growth versus prior year with existing sales organization.
- Achieved \$8M growth for business; identified new targets; created new products. Emboldened cross functional teams to meet the opportunity. Developed merchandising programs to meet customer needs; enhance brand positioning.

Sales Process, Discipline and Accountability:

- Developed Key Selling Program with targeted objectives, key merchandising priorities by account and channel; created first of its kind sales toolkit including brochures, customizable sales presentations, fixtures and POS to remove hurdles and support sell-in. Grew both topline and bottom line +8%.
- Cross functional business partner – initiated seasonal and new product launches within companies including weekly builder calls for team support and improved communication leading to improved sell in, fulfillment, and reduced inventory. Grew sales and improved bottom line +14%

Sales Team Builder:

- Adept at developing and building sales team including making difficult calls. Initiated new hire process to include sourcing, screening and interview process to attract better caliber of talent. Developed onboarding, continuous training, and sales partner as part of New Hire Process to ensure success. Program with minimal incremental cost led to first new hires in over 8 years to remain with company for +12 months.
- To better support Sales Team, developed Customer Marketing organization to provide comprehensive support and training to optimize sales effective across priority markets. Developed hybrid program – full time and college interns; enabled sales teams to focus on customer success and new business activities. This led to customer call growth of +25%; allowed entire sales team to achieve aggressive weekly activity objectives.

CRM Implementation and Training:

- Introduced and implemented CRM to accelerate and improve new account closure rate, including KPI program. Aligned sales team by focus area. Flawless execution. Grew new account acquisition +121%. Key benefit to sales team – improved business discussions focused on execution and goals to understand hurdles and work together in partnership to overcome objections and close sales.
- Successfully grew CRM acceptance rate, enhanced team capabilities and improved reporting through development of on-going CRM training program. After CRM launch and initial training, team needed follow up coaching to reinforce knowledge, introduce new tool capabilities, and improve understanding of CRM work enhancements. Group and individual training with gamification and job simplification focus improved CRM perception and acceptance. This led to 100% adoption by existing sales team.

Pipeline Growth | Forecast Excellence:

- Initiated with CRM – launch pipeline program – to introduce metrics, provide understanding of stage and activities to accelerate new business growth and customer retention, Provided sales team a roadmap to new business success. Grew new account acquisition by +121% in first year.
- Developed and launched Four (4) Vertical Marketing campaigns to increase new business targets, engage with touch campaigns, and speak purposefully to close targets resulting in +10% new account revenue growth for company.

