

Sales and Marketing, Product Positioning, Customer Relationship Management Strategic Account Development Professional

Professional Profile

- Strategic and tactical sales leadership and organization
- B2B/B2C sales development
- Product and market positioning/development
- Sales communications, collateral and presentation development
- Strategic account acquisition and management
- Customer relationship management, client-centric focus
- Sales team training and leadership

Professional Experience

Director of Sales

2001 to 2003

ABC Technologies; Nashville, TN

Early-stage new venture that captures, enhances, and extends digital learning, marketing, and training events. Notable client acquisitions include GE Medical Systems, Johnson & Johnson, GSK, Hilton, University of Arizona of Pharmacy, Department of Defense, and other corporations, universities, and non-profit associations:

- Directed processes to generate 100+ sales contacts, prospects, and leads monthly through B2B email prospecting campaigns; results represented \$2 million in sales (20% of total projected sales)
- Led sales team in the development of online sales training and product positioning learning modules, reducing internal T&E expenses by 40% while increasing sales productivity and new client contact
- Directed strategic development and national launch into medical device manufacturing market, acquiring 5 of top 20 corporations for international eLearning solutions
- Developed online presence, sales communications, and defined market position through the strategic and tactical design of first corporate website, including video-based client testimonials and case studies
- Additional responsibilities included development of multimedia product tutorials, client case study development, strategic product planning, pricing, and positioning, and sales force automation implementation through UpShot.com.

Director of Sales/Marketing/Strategic Partnerships

1998 to 2001

ePort.com; Nashville, TN

Hardware and software company providing sophisticated on-board navigation and emergency management systems primarily in the oil tanker industry. Began in 1996, in partnership with Dark Water Industries, as first solution for web-based software sales. Named as “Best of the Web” by Forbes and Shipping Times in 2000:

- Increased sales, brand awareness, and customer acquisition by conceptualizing and managing online and offline sales strategies including e-mail newsletters, banner and print advertising, affiliate sales channels
- Lead the web development team in creating e-commerce website, improving “stickiness” (visitor session length) from 4 to 14 minutes, purchase recency/frequency, and average order size from \$400 to \$850
- Structured and negotiated strategic partnerships and alliances, a critical initiative to enhance products, services, and sales while depressing costs

- Extended ePort’s brand and increased incremental product sales by cultivating the company’s extensive affiliate program to over 700 partner web sites – accounted for 25% of gross revenue
- Fostered and retained long-term customer relationships through the design and implementation of monthly e-mail newsletters, “ePort Authority” – 6 different content verticals created based on customer profiling
- Additional responsibilities included market research, product and pricing management, sales forecasting, and corporate strategic planning and budgeting

Senior Sales Manager

Southeast Region

1994 to 1998

Analytical Consultants, Inc.; Portland, OR

Leader in scientific, biotech, and pharmaceutical research resources and information. Top-producing sales and account manager among 15 regions.

- Recognized as leading sales manager in largest revenue-generating region
- Planned, developed, and managed all business development and account management programs with over 24 accounts
- Pioneered customer retention tactics by creating and implementing “VIP” relationship events, direct mail communications, special events with product manufacturers
- Won numerous awards for outstanding revenue and profit performance, ranked #2 in U.S. sales in 1996

Education

Bachelor of Science: Business Administration/Marketing

University of Alabama, Birmingham: 1990