

VP SALES • REGIONAL / NATIONAL SALES MANAGER**Excel in building high-performing sales organizations and transforming stagnant sales to vibrant growth.**

Unbroken record of top performance in sales, sales management, and development of national sales force to achieve aggressive goals. Demonstrated proficiency in all areas of executive sales leadership – vision through strategies, tactical plans, compensation programs, communication protocols, and reporting structures. Proven ability to lead start-up, restructured, and existing sales organizations and to create customer-focused, solution-selling culture.

Areas of proven performance:

- Driving long-term vision while attaining short-term financial results
- Turning around underperforming teams and organizations; achieving rapid and sustainable growth
- Developing sales skills/improving sales performance through training, mentoring, and one-on-one coaching
- Creating highly efficient and productive operations

PROFESSIONAL EXPERIENCE & ACHIEVEMENTS

GENERAL REVENUE CORPORATION, Division of Sallie Mae Boston, MA • 2002–2006
Collections service organization specializing in home mortgage defaults; #1 industry leader with a substantial client portfolio of banks, credit unions, and mortgage lenders in 50 states. Acquired by Citigroup from original founders/private owners in 2003.

VP SALES & MARKETING

Recruited to take sales to a new level, transformed unfocused organization with stalled revenues to a dynamic team that virtually doubled business in 4 years. Invigorated sales team by defining vision and introducing the strategies, programs, and tools to achieve it. Fully accountable for revenue performance and management of sales, marketing, and client service. Led a team of 16 direct/indirect reports.

- Delivered dramatic growth, hitting new company records for sales volume every year.

	<i>Placement Volume</i>	<i>Revenue</i>	<i># of Clients</i>
2005	\$460M	\$36M	985
2003	\$341M	\$30M	715
2001	\$206M	\$24M	490

- Achieved stellar results via a lean organization, increasing productivity of sales force 33% during tenure.
- Clearly established brand image and value to drive continuous growth and exceptional client retention.
- Developed trade show strategy and exhibits focusing on returns to customers (e.g., in 2004, returned more than \$100M to clients); oversaw participation in 60+ trade shows annually.
- Improved communication with the sales force; boosted morale and results through carefully structured compensation plans that rewarded the achievement of strategic business goals.
- Retained to lead sales following acquisition, transitioned rapidly and successfully to new ownership and took on new responsibility for marketing, contract bidding, and client service.

REAL SOLUTIONS, Division of Intercontinental Corp. Cincinnati, OH • 1988–2002
Industry's leading provider of commercial real estate information – paper/electronic sales leads and analytics, serving more than a million customers in the \$3.4 trillion global real estate community.

SENIOR SALES DIRECTOR / NORTH AMERICA, NATIONAL ACCOUNTS, 1/01–5/02

Grew revenues 20% annually, staving off competition through focus on value and service to top-tier national accounts in the U.S. and Canada. Led 75-member international sales organization, creating the sales strategies to achieve aggressive corporate goals and managing plans, programs, contracts, expenses, reporting, trade-show activity, and team performance.

- Retained #1 market position and delivered 20% growth in an increasingly competitive/price-sensitive market.
- Introduced “gold” customer concept that rewarded best accounts while boosting sales penetration.
- Devised new reporting protocols that streamlined reporting processes and delivered more usable information.

REAL SOLUTIONS, continued

- Guided sales managers in setting “stretch” yet achievable goals for sales team.
- Boosted morale of sales managers and field sales force through positive teambuilding and one-on-one coaching.

SENIOR SALES DIRECTOR / EASTERN U.S., 4/00–12/01

Successfully transitioned “turf” coverage to team coverage, leading streamlined/restructured sales organization to healthy revenue growth. Promoted to lead newly combined Regional and National Accounts sales teams, 7 sales managers and 78 reps covering the eastern half of the United States. Fully accountable for revenue performance and all sales/management functions, from planning, goal setting, and reporting through team member training and motivation.

- Achieved 10% year-over-year sales growth.
- Created joint regional/national selling initiatives while introducing internal telesales for the first time in company history. Retained nearly 100% of staff during challenging transition and created true team chemistry.
- Introduced new reporting and communication protocols that emphasized joint sales calls and internal partnerships to drive solution selling strategies.

SALES MANAGER, NATIONAL ACCOUNTS, 12/99–4/00

Exceeded 100% of aggressive sales goals, leading 12-member National Accounts team in selling to and servicing large corporate customers in 8-state Northeast region. Managed sales reporting, staff assignments, and expense budgets. Set sales goals, created motivational sales contests, and worked with sales reps to improve selling skills.

- Engaged each member of 12-person sales team, defining individual goals and creating success plans that resulted in top team and individual performance – including #1 U.S. Sales Rep in 1998.
- Negotiated and/or approved all major sales contracts.

SALES TRAINING SPECIALIST, EASTERN U.S., 1/97–12/99

Hand-picked to build and lead an elite training organization to introduce a radically different technology-based product line to the regional sales force. Recommended selection of 3 team members; built team concept; defined goals and compensation plan; created team structure and communications protocol. Traveled extensively, working side-by-side with sales reps and coaching/empowering them in new sales strategies for innovative product.

- Achieved unqualified success: New product delivered \$10M revenue in 2 years, 2X initial goal.
- All team members were subsequently promoted to Sales Management roles.

NATIONAL ACCOUNTS REPRESENTATIVE, Boston, MA • 1993–1997

REGIONAL SALES REPRESENTATIVE, Buffalo, NY • 1989–1993

SALES SERVICE REPRESENTATIVE, Providence, RI • 1988–1989

EDUCATION

UNIVERSITY OF RHODE ISLAND, Kingston, RI

- BS Business Administration, 1987

COMMUNITY LEADERSHIP

- Advisory Board Member, The Country Club, Brookline, MA, 2005–Present
- Youth sports coach (baseball and basketball), Waltham Recreation Leagues, 1993–2003