

SUMMARY OF QUALIFICATIONS

Senior-level Executive with 15 years of experience in software sales and a proven career record of conceiving, driving and executing innovative strategies and initiatives that strengthen revenue, profit, market presence and competitive advantage in US and international business arenas. Proven leader with outstanding track record of building high-functioning teams and strategic partnerships/alliances to increase enterprise-level sales through direct and channel programs.

Extensive experience with managing global accounts and multi-year, high-dollar transactions in consultative, solutions-driven sales arenas. Analytical and critical thinker with demonstrated leadership expertise and innate ability to zero in on issues, filter options and create the blueprint for successful business transformation programs. Polished communicator able to gain buy-in, influence perspectives and navigate comfortably across all organizational levels, including the C-level suite.

AREAS OF EXPERTISE

- Business Development
- Global Business Development
- Product Management
- P&L Accountability
- Sales & Marketing
- Market Identification / Expansion
- Emerging Technologies
- Startups / Turnarounds / M&A
- High-level Strategic Planning
- Client Relationship Management
- Presentation / Communication
- Team Building / Leadership / Mentoring

SELECTED CAREER ACHIEVEMENTS

- Completed M&A integration of sales team; defined market strategy for combined product lines; grew revenue 400%+ to \$11+ million.
- Delivered \$40 million revenue in 2 years after launching multinational business unit; built new regions and penetrated untapped markets.
- Generated \$70 million in total new revenue over 7 years; met or exceeded 100% of sales quotas every year; spearheaded integration of M&A products into sales teams, strengthening market position, client base and new business opportunities.
- Key in landing multimillion-dollar, international tech development/sponsorship agreement with Xxxxxx for Formula 1 car.
- Negotiated major contracts with clients in Asia, Canada, Europe and the United States.
- Ignited 35% YOY revenue growth, building sales to \$12 million across new 13-state region.
- Led team to reach 350% of 1st-year goal within 6 months; achieved \$6.9 million sales for startup data migration solution.

PROFILE

Motivator with an eye for top talent; hires, trains, coaches and leads top-performing teams. Keen understanding of overall business drivers; recognizes and seizes opportunities for revenue growth and finds ways to optimize the bottom line. Thrives in challenging, fast-paced situations and in international business environments. Expertise in Web 2.0 and SaaS application areas, sales channels, global markets and business models.

BS, Agriculture Economics & Finance, Xxxxxxxx University, Xxxxxxx, XX, 19xx.
Sandler Certified. Numerous classes in Consultative Sales, Solution Selling, Executive Presentations and Siebel/CRM.
Fluent in German.

PROFESSIONAL EXPERIENCE

Xxxxxxxx (\$xxx billion software developer)

20xx – Present

Director of Sales, Key Vertical Markets – US, Canada and Latin America

- Key member of leadership team charged with spearheading sales team M&A integration; gained buy in from acquired sales organization; built and led 19-member group to increase annual revenue from \$2 million to over \$11 million.
- Worked with functional areas (marketing, legal, finance and others) to develop sales strategy for acquired and existing product lines; presented cross-sell strategy to executive leadership; model was embraced and is now being rolled out across the company.
- Salvaged \$1+ million account, built stronger, more loyal relationship and eased politically charged situation by meeting with customer, their legal advisors and users to address and resolve concerns.

Management / Business Consultant

2005 - 2007

- Analyzed revenue stream and provided forecasting/sales promotion models for commercial real estate firm; boosted business volume 18% in 7 weeks; put company on track to achieve objectives, positioning them for profitable sale within 6 months.
- Conducted market analysis and developed targeted product campaigns to help struggling high-end retailer reach sales goals.
- Attended Goethe Institut in Germany; earned Zertifikat Deutsch (B1) in German Fluency; continue language studies.

XXX XXXXXXXX (\$xxx billion software developer; negotiated voluntary exit package during reorganization)

19xx – 20xx

Regional Sales Manager ('xx-'xx)

- Built and led 21-member sales/engineering team in \$12 million, 13-state territory; managed \$1.5 million operating budget.
- Drove strategies for multiple product lines; won contracts with top market players including Nike, Seagate and Deltanet.
- Collaborated with Ernst & Young to develop worldwide career path for 5 key job profiles within the sales organization.
- Chaired Corporate Benefits Welfare committee; identified 10% YOY cost reductions (double the 5% objective), while increasing the value of employee benefits and overall staff morale.

Regional Sales Manager, Database Tools ('xx-'xx)

- Designed/developed curriculum for 140+ sales executives worldwide leading to dramatic performance improvement.
- Supported multiple product lines; managed direct reps and channel partners to exceed revenue quotas and profit goals.
- Built startup business unit across 3 regions to \$40 million annual revenue; recruited, trained, developed 12-member team.

Sales Manager, Emerging Markets ('xx-'xx)

- Opened markets and developed new business across the US, turning around underperforming product lines.
- Increased sales from \$11 million to \$48 million in 1 year; led team of 17 reps. Success led to expansion from 1 to 8 managers.

Sales Specialist Team Lead ('xx-'xx) **Account Manager** ('xx-'xx)

- Selected as 1 of 8 sales specialists from field of 500 nationwide to lead team selling startup enterprise data migration applications for MVS, UNIX and NT environments; achieved 350% of goal in 6 months.
- Sold application and database solutions; key clients included AT&T, Nortel, SWBell, Viacom, Time Warner and others.

Xxxx XXXXXXXX / Xxxx XXXXXXXX (\$x billion PC vendor)

1993 - 1994

Channel Manager - Domestic / International Distributors

- Increased revenue 130%; recruited and worked with vertical resellers in Germany, Scandinavia and US.

RECOGNITION

- Repeatedly earned 100% YTD Club and spurred 90% of direct reports to achieve the same award.
- Won awards for outstanding contributions including Million in One Club, and 100% YTD/100% QTD Clubs.
- Consistently ranked in top 5% of 120 XXX managers worldwide; eclipsed revenue objectives by as much as 200%.
- Nominated as 1 of 8 employees among 8,000+ worldwide to develop corporate mentoring/succession planning program.

"...provided a focused and energetic approach to sales leadership that her teams have responded to by over-achieving their goals."

— Xxxx Xxxxxx, COO, XXXXXXXXXX (former Vice President at XXX XXXXXXX)

"I worked with Xxxx on a number of international deals where I relied on her leadership, insight and experience..."

— Xxxxxx Xxxxx, XXXXXXXXX of Corporate Delivery, XXXXXXXX, Germany (former Sales Director at Xxx XXXXXXX)