

RESUME WORLD

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PROFESSIONAL PROFILE

A result-driven **Sales Executive** with over 10 years expertise in:

- **Product Management – Product Development, Launch and Lifecycle Management**
- **Business Development - Channel and Distribution Strategy**
- **Marketing – Media Relations and Strategic Marketing Plans**
- **Channel/Sales Account Management**
- **Sales and Technical Training**

A creative strategist with strong negotiation, interpersonal and communication skills with the ability to see the “big” picture to facilitate key decision making process and revenue generation.

BUSINESS EXPERIENCE

CISCO SYSTEMS, USA

Sep 2004 – Present

Regional Vice President, Data/Voice Products, 2006 - Present

Responsible for driving new revenue growth of 20% for Cisco's most strategic product, NBX - IP Data/Telephony solutions across Mid-Atlantic Region, USA

- Spearhead and manage a \$20 million regional product launch with a focus on creating awareness and market demand within the region
- Develop marketing plan to support Voice Products with quarterly reviews/updates, and manage quarterly marketing budget of \$1.5 million to support demand-generating activities
- Manage regional product lifecycle of \$15 million through product launch and phase-out processes
- Design a two tier distribution strategy for resellers to purchase locally from a Regional Distributor instead of buying from a National Distributor
- Develop business plans for Senior Management consideration and decision making; research and determine market requirements for inclusion in product offerings
- Monitor competitive trends and customer needs: create comparison tools of all competing products to provide resellers on positioning of Voice Solutions
- Deliver technical product training across the region to end-users, resellers and distributor organizations
- Partner with Channel Sales organization and Customer Support Team to drive revenue opportunity for the region and post sale support services

Accomplishments

- Achieved a strong 310% revenue growth totaling \$3.7 million for the second half of the fiscal year 2005
- Created a Channel Partner Program for Voice Products which resulted in recruiting 62 resellers across the Mid-Atlantic Region
- Recruited a National Distributor that placed an initial stocking order of Voice Products of \$1.2 million and maintained a weekly run rate of \$275,000 in sales
- Achieved product penetration through timely planning and execution of sales and marketing plans which generated over 7,800 active leads
- Worked with Channel Teams on major opportunities and increased the pipeline forecast by \$5.4 million

Channel Account Manager, 2004 - 2006

Responsible for effectively executing the company's channel strategy in selected territories to increase sales and revenue margins of data networking solutions

- Articulated corporate vision and business solutions to enterprise accounts at all levels of decision-making; prepared pricing structures and RFP responses
- Conducted cold calling and networked with channel partners to build a pipeline of new prospects
- Created marketing plans for the territory as well as developed and implemented target account planning; leveraged “best practices” and “programs” with a holistic approach
- Monitored performance of existing partners to address non performance issues to support sales plan
- Negotiated and established new contracts for new partners/renewals; motivated partners to drive sales, gaining market-share and prioritizing against competition

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Accomplishments

- Surpassed annual sales quota by 11% to \$5.2 million and increased margins by 7% within the first year
- Enhanced product recognition by effectively managing 65 territory resellers including 4 national resellers
- Partnered with resellers to implement Wireless, Layer 3 Switching, IP Telephony and Mobile Access Enterprise Solutions at a variety of customers including Coca Cola, Clearnet, Toys R Us, Grand Erie and Dufferin Peel District School Boards
- Opened 33 new accounts in the education/government verticals by leveraging customer success stories

BUSINESS MANAGEMENT SERVICES INC, Calgary, Alberta**2000 – 2004****Sales and Marketing Manager**

Accountable for the direction and successful operation of the Sales Division with annual revenue of \$12 million, including forecasting sales and profit margins and leading 17 sales representatives.

- Analyzed market trends, growth opportunities and competitors' position to determine best positioning strategy to create a stronger product footprint
- Established sales/marketing objectives, developed overall marketing plans, and implemented supporting business plans complete with expenditure budgets
- Promoted and presented product lines encompassing accounting solutions, sales force automation, network management, and communications to a variety of vertical market sectors: Manufacturing, Hospitality, Finance/Banking, Provincial and Federal Governments
- Formulated monthly objectives for sales team of 17 and lead staff in joint sales calls
- Oversaw training programs to ensure all staff were trained in technical product knowledge, presentation and selling/closing techniques to achieve sales objectives
- Managed marketing development funds provided by tier 1 manufacturers: Compaq, Intel, Computer Associates, Great Plains Software
- Collaborated with Purchasing to obtain significant discount pricing models on large-volume purchases

Accomplishments

- Increased annual revenues from \$12 million to \$14.7 million and improved profit margins from 10% to 18%
- Improved level of customer service by implementing organizational philosophy, policies and procedures
- Achieved monthly sales objectives of \$135,000 gross profit per salesperson and mobilized sales force to control and manage crisis situations resulting in increased customer loyalty
- Collaborated with sales team on significant revenue opportunities for Sales Force Automation and Accounting Solutions for several Enterprise Customers including The Laser Centre, Young People's Theater, Agora Food Services and Prudential of America
- Top Sales Manager for three consecutive years

EDUCATION**Business Management Diploma – Lethbridge College, Alberta, 1999****PROFESSIONAL DEVELOPMENT****Advance Channel Marketing and Management, 2007****Strategic Selling, 2007****Advance Presentation Skills, 2006****Negotiating to Yes, 2006****Integrity Selling, 2005**