

Client Name

Contact information

Summary of Qualifications

As a Sales Director, I have direct B2B experience selling digital infrastructure and connectivity solutions to Fortune 50 financial services and healthcare companies, as well as educational institutions and government agencies. Throughout my career, I have consistently exceeded sales goals and quotas, as well as training sales teams to develop a customer-centric approach by understanding and responding to their customers' needs. I work closely with account managers to ensure retention by providing high levels of satisfaction throughout the customer journey. To that end, I foster a culture of accountability and respect that has resulted in high performance for my team.

Career Highlights

- Ranked 1st place Enterprise Sales Leader (2024) with 5 multi-million dollar sales for Company name products
- Achieved aggressive new business quotas by 40% mid-year 2024, closing 100% of deals by providing sales team with nomenclature specific to target companies & aligning prospect needs with products
- Recruited by Company name management to turn-around underperforming 8-person sales team, resulting in 150% performance improvement, as well as market share expansion & consistent y-o-y revenue growth
- Demonstrated network & service level drawbacks of low-priced competitor's service to Fortune 100 healthcare company, resulting in winning their business
- Won new business from leading NYC university after initial refusal by engaging with c-suite to understand which rates & incentives would close the deal

Professional Experience

Company Name

2021 - present

Director of Sales

- Recruited by c-suite to return to accelerate growth by focusing on new customer acquisition, lower churn, & enhanced customer experience for IaaS company
- Lead 7-person enterprise field sales in northeast territory to sell infrastructure & communication products to B2B customers in financial services, government, education, financial, legal, & technology businesses
- Monitor long term sales cycles to ensure ongoing involvement with decision makers
- Coach 3 account managers to achieve high retention rates of ~90%
- Track sales performance via funnel management to ensure deals follow staging protocols
- Leverage data-driven insights from B2B business intelligence platforms to improve lead quality
- Conduct training on sales strategies & relationship management protocols

Company Name

2013 - 2021

Director of Sales

- Recruited by VC owners to spearhead sales during Lightower/Sidera merger
- Managed 7-person sales team to grow new business acquisition in NYC metro area
- Implemented one-on-one pipeline review to monitor KPIs around pipeline quality, improve sales strategy, & counteract competitive offerings
- Trained & coached sales reps on strategies to attract customers & close sales
- Grew billed revenue by 280% through sales & customer retention

Company Name
Regional Director of Sales

2003 - 2013

(promoted twice to positions of increasing scope & leadership)

- Tapped by senior management to turn-around underperforming NY metro region
- Raised productivity through workflow improvements that allowed team to off-load non-sales issues & focus 100% on selling
- Improved employee engagement by establishing open door policy & publicly acknowledging successes
- Established procedures to improve customer service through ongoing communications between Company & customers

Software

MS Office: Word, Excel, Outlook, PowerPoint; Salesforce; MS Dynamics 365; ACT!; GoldMine; Power BI; Tableau; Navigator; ZoomInfo; Connectbase

Education

College name – BS, Communications