

SENIOR BUSINESS EXECUTIVE / SALES ACCOUNT MANAGER

Provide leadership in creating processes for governance, reform and issue resolution, and functions as an effective sales leader – empowering and supporting senior staff to enable action. Experience in building confidence in the secure and reliable use of new sales systems via effective communication, expectation setting, and delivery to objectives.

Forward-thinking innovator with 20+ years of experience in technology sales consulting, management, and leadership – implementing best practices to support enterprises of all sizes in a broad spectrum of industries. Proven leader with hands-on experience and the ability to build teams to architect, develop, deploy, and manage complex technology solutions to improve services and reduce costs. Provide excellence in cultivating sincere relationship building with the proven ability to capture high-growth accounts in extremely competitive markets through impeccable service to discerning stakeholders. Maintain quality performance under pressure, dissolving sales barriers, and evaluating competitive analyses to deliver market share growth.

SALES & MARKETING

Account and Product Knowledge
New Product Launches
Direct Sales Presentations
Product Promotion
Market Analysis & Assessment

EXECUTIVE LEADERSHIP

C-Level Networking/Negotiations
Client Relationship Management
Account/Portfolio Management
Client Education & Support
Strategic Alliances

BUSINESS GROWTH

Business Expansion
Revenue & Profit Growth
Territory/New Territory Expansion
Market Share Growth
Solutions-Based Strategies

HIGHLIGHTS & ACCOMPLISHMENTS

SALES, MARKETING, COMMUNICATION CAMPAIGNS, TEAMWORK

Strategic Sales Planning, Market Penetration, Account Management and Expansion

- ⇒ Worked with clients to maximize business revenues by developing both long-term and operational plans for information resource management, most realizing significant cost reductions, increased efficiency, and improved customer service.
- ⇒ Evaluated and initiated company business goals and advised on strategies for effectively improving services using novel approaches such as mining diverse sets of non-structured data including data visualizations to enhance business intelligence outcomes. This technique was proven to increase customer acquisition, and retention while reducing marketing costs.
- ⇒ Was responsible for sales, marketing, communication campaigns, documentation, and training for the whole program.
- ⇒ Increased productivity, reduced errors, and was 40% less expensive to build new solutions. Decreased personnel costs by 75%.

PROFESSIONAL EXPERIENCE

eMedical Company, Miami, FL (2005 to 2020)

A global provider of medical supplies and services, e-marketing products globally.

Senior Account Manager – Was successful in retaining, renewing, and growing membership revenue of \$18M. Influential in the creation and redesign of Account Manager and Sales Representative compensation plans – incorporating the sales team in a partnership role that enhances the customer experience. Instrumental in creating prospecting and renewal checklists to streamline processes.

- Recruit, train, and manage a team of 12 sales and account management professionals – increasing sales team revenue by 15% in 2015 and 2016 with revenue growth of \$2.5M – exceeding 2016 targets by 35% while maintaining 2% churn.
- Categorized internal attendance reporting errors that increased usage metrics, resulting in increased future revenue.
- Provided leadership in designing and implementing the Account Manager role to improve market coverage, focusing on account development and diversification – resulting in increased utilization and retention within account base.
- Leveraged technologies to improve account and sales productivity. Identified an internal processing error – resulting in \$100k in revenue. Led cross-departmental collaboration to provide market insight and promote sales initiatives.

EDUCATION

MBA – UNIVERSITY OF MIAMI, Miami, FL (2004)
BBA – FLORIDA STATE UNIVERSITY, Tallahassee, FL (2002)

TECHNICAL Skills

Microsoft Office (Word, Excel, PowerPoint, Outlook) | Salesforce CRM database