

ACCOUNT EXECUTIVE – SALES MANAGEMENT

TERRITORY SALES | MARKETING | MARKET RESEARCH

Dynamic, forward-thinking account executive and sales manager offering 20+ years' experience. Expertise in client, relationship, and project management. Proven ability to exceed external client goals while meeting internal expectations. Demonstrated skill in field-based territory management, proposal creation, and group presentations. Experienced in contract negotiation and client retention.

Areas of expertise:

ACCOUNT MANAGER – CLIENT RELATIONS – CONTRACT NEGOTIATIONS – IMPLEMENTATION – PROJECT MANAGEMENT
PROPOSAL PREPARATION – RESEARCH – SALES DEVELOPMENT – SALE FORECASTING – TERRITORY DEVELOPMENT

PROFESSIONAL EXPERIENCE

FEDEx OFFICE – Dallas, Texas

2006 to Present

ACCOUNT EXECUTIVE

- Developed customer base with \$800,000 in revenue using proposal creation, group presentation, and contract negotiation skills.
- Created valued partnerships between sellers and buyers.
- Closed new contracts, retained clients, and implemented mutually beneficial print communication programs through contract management and right – sizing of services.
 - **Increased YOY sales revenue 3 years in a row, 152%, 140%, and 150% respectively.**
 - **Developed print support process for classes held across a 25 unit hospital managed healthcare system. Increased efficiencies in both time and labor for training department.**
 - **Improved competitive position of 1,000 store retail chain client by implementing distributed print program, resulting in higher coupon redemption, shortened response time, and increased speed to market for the client.**
 - **Closed \$500,000 contract, then collaborated with functional departments, finance, operations, IT, and logistics, to design workflow diagram for program execution, monitoring, and reporting.**
 - **Gained 100% of existing client's print budget within 2 years by utilizing business strategies such as leveraging and SWOT analysis.**

DANKA OFFICE SYSTEMS – Irving, Texas

2005 to 2006

SALES REPRESENTATIVE

- Managed copier sales through new contract initiation, lease renewals, and service agreements.
- Utilized pricing models to determine the best fit for clients' financial requirements.
 - **Maintained 40% client retention rate.**
 - **Achieved monthly revenue goals and increased YOY profitability by 8% through value-added service agreements.**
 - **Managed service contracts for 45 store retail chain; 9 campus collegiate system; and physicians' group with 5 medical offices.**

PEPSI BOTTLING GROUP – Dallas, Texas

2003 to 2004

AOM SALES REPRESENTATIVE

- Managed \$1.1 million territory.
- Conducted B2B sales calls within drugstore, bulk / grocery, and convenience formats.
 - **Grew monthly focus brand by 10%.**

RON KIRK FOR U.S. SENATE CAMPAIGN – Dallas, Texas

2002

REGIONAL COLLEGE COORDINATOR

- Created data charts and communication pieces for student affairs directors and advisors.
- Recruited 30 students at 21 colleges as campus campaign leaders.
- Assisted student organizations in registering 3,300 students to vote.

UNILEVER BESTFOODS – Austin, Texas	2001 to 2002
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DISTRIBUTOR TERRITORY MANAGER

- Managed \$130,000 marketing budget and growth program.
- Acquired new accounts and trained distributor sales force.
- Executed national promotions.
- Sold to school districts, universities, hotels, corporate cafeterias, and restaurants.
- Provided Excel-based territory forecasting reports to regional manager.
 - **Reduced unauthorized deductions in territory by \$70,000.**

DELL COMPUTER – Austin, Texas	2000 to 2001
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K-12 SALES REPRESENTATIVE

- Provided support to expand sales to 80 school districts.
- Exceeded quota by 5%, using state contracts and purchasing co-ops.

FRITO-LAY, INC. – Austin, Texas	1996 to 2000
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TERRITORY MANAGER

1997 TO 2000

SALES REPRESENTATIVE

1996 TO 1997

- Managed \$70 thousand marketing budget and \$1,500 monthly equipment budget.
- Gained buyers' participation in off-invoice incentives and quarterly promotions.
- Communicated product price changes, and approved price variances for chain accounts.
- Trained end users and DSRs on product line benefits / merchandising techniques based on space to sales data.
- Created Excel report to track areas of reoccurring incidents and dollar volume impact.
- Compiled 20 page incident report into 1 Excel worksheet that proved problems stemmed from 2 products and 1 issue instead of several, resulting in higher customer satisfaction score and shorter dock time for customers.
 - **Managed \$3 million sales territory, and grew sales by 17%, 25%, and 11% for 3 consecutive years.**
 - **Decreased distributor monthly invoice errors from 10 to 1.**
 - **Participated on team that reduced PFT – Temple / Victoria SKUs stocked from 25 to the 14 highest selling items, resulting in 98% elimination of product stales and improved inventory returns.**
 - **Gained 100% compliance of Frito-Lay product and merchandising standards at Marriott, Sodexo, and Aramark B&Is through district meeting contests and early morning staff training sessions.**
 - **Led team reducing customer warehouse complaints by 40%.**

GENERAL FOODS (KRAFT, NORTH AMERICA) – San Francisco, California	1993 to 1995
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SALES REPRESENTATIVE

- Interacted with various levels of distributor management, including sales, purchasing, and marketing.
- Conducted sales meetings, training sessions, and created incentive contests for desserts and beverage lines.
- Conducted ride-alongs with sales representatives, achieving growth and acquisition of new accounts.
- Resolved issues and processed paperwork relating to beverage equipment, including requisition, installation, removal, inventory, damage assessment, future usability, and customer follow-up.
 - **Managed \$2 million account and grew overall sales by 8%.**
 - **Recovered \$100,00 in account receivable unauthorized deductions, due to erroneous applications of off-invoice and rebate promotions.**

EDUCATION & PROFESSIONAL DEVELOPMENT

M.B.A. in Strategic Management. University of North Texas. Denton, Texas.

B.B.A. in Business Administration. University of Texas at Austin.

TECHNICAL SKILLS

Microsoft Office: Word, Excel, PowerPoint – Contract Management – Tactical market penetration plans