

BUSINESS DEVELOPMENT, SALES & MARKETING

- *Solution Sales* □ *Relationship Builder* □ *Needs Analysis* □ *Revenue-generator* □
- *Profit Center* □ *Project Manager* □ *Formal Proposals & Presentations* □ *Contract Negotiations* □

Designed and led key marketing initiatives and growth strategies in highly competitive industries. Negotiated and sold service contracts to Fortune 500 corporations. Networked with key industry professionals and built strategic relationships culminating in over 100 new contracts. Created marketing approach that doubled revenues in three years. As chairman, increased industry association member participation 38% in one year.

BS, Public Relations/Minor, Journalism, Southern Illinois University, 1984.

CPP, Certified Protection Professional, Board Certified in Security Management, 2004. Re-certified, 2007.

PSS Certification, Professional Selling Skills, 2004. Re-certified, 2006.

Vice-Chairman; Council on Diversity for ASIS International, 2004.

Chapter Chairman; Sacramento ASIS 2007

Membership Committee Chair; Sacramento IFMA 2007

SWEL Committee; SAHRA (Sacramento Chapter of SHRM) 2008

CAREER ACCOMPLISHMENTS

Established strategic relationships to expand growth 10% in first year, positioning my employer to be a top security vendor. Growth was flat and customers were leaving because of poor operations management. Challenged to sell company to customers. Convinced current customers their concerns would be addressed with formal service improvement plan. Stemmed outflow of customers. Extremely satisfied customers communicated success to industry leaders, leading to referral business and beginning of aggressive growth pattern

Doubled branch size and grew revenues to \$30M in four years, becoming largest operation nationwide in the corporation's history. Targeted high end, high tech clients. Elected as leader in well respected industry association and generated greater corporate visibility. Referred to new clients based on positive relationship with association. Conducted needs assessments and created custom, solution-based proposals. Tenacious follow-up to win contracts up to \$11M.

Grew display advertising market for newspaper 10% and became number one sales representative in less than one year. Previous representative did not focus on large customers. Sales were down. Contacted every advertiser in territory to set meetings. Built relationships with larger ones through continuous personal contact and follow-through. Presented ways to increase their exposure by using smaller ads more frequently. Improved customer satisfaction and grew sales.

WORK HISTORY:

Western Region Consultant, 2007-2008

Corporate Screening Services, Inc., Folsom, CA (HQ: Cleveland, OH)

Manager, Business Development, 2005-2007

The Wackenhut Corporation, Sacramento, CA (HQ: West Palm Beach, FL)

Business Development, 2004-2005

Aircon Energy, Sacramento, CA

Business Development Manager, 2003-2004

Securitas Security Services USA, Inc., Campbell, Ca. (HQ: West Lake Village, Ca.)

Business Development Manager, 1992-2003

Allied Security Inc., San Jose and Sacramento, Ca. (HQ: King of Prussia, Pa.)

SALES EXCELLENCE AWARDS AND RECOGNITION:

With employers who had formal awards programs, I frequently took home a trophy or two:

Rookie of the Year, Directors Club 1993 through 2002, and President's 1000 Hour Club 1993, 1994, 1997, 2000, and 2002

Sales Representative of the Year and Sales Representative of the Month while employed by The San Jose Business Journal (in the mid-80s)

CAPABILITIES & RESPONSIBILITIES:

- Network with key industry professionals
- Solve operational problems / challenges
- Identify new prospects
- Build strong, trusting relationships
- Created interest
- Assess customer needs
- Design consistent letter campaigns
- Train & mentor sales & operation peers
- Prepare solution-based proposals
- Assemble detailed annual budgets
- Facilitate meetings
- Prepare formal proposal and presentation responses
- Perform security surveys information and quotes
- Organize and implement service transitions
- Absorbed & applied several quality theories

SKILLS & TOOLS

- Excellent communication skills
- LCD Group presentations
- On-line presentations
- Microsoft Office
 - Word
 - Excel
 - PowerPoint
- Public Speaking
- Leadership & Organization skills
- Annual Strategic Budgets
- Sales Force Automation
 - Act
 - Goldmine
 - PeopleSoft

References available upon request