
JOHN SMITH

xxx-xxx-xxxx ▪ 12345 South 21st Street ▪ Anytown, USA ▪ johnsmith@xxxx.com

Award-winning Sales Executive with proven success in driving revenue and profit growth in competitive segments.

Expertise in P&L management, sales force development/leadership, consultative selling, business development, marketing, product introductions, forecasting and strategic planning across diverse startup, mid-size and Fortune 500 settings.

- Turned around underperforming region, igniting \$26 million revenue gain to \$36 million and 9% profit increase.
- Reversed 12% sales downturn, driving sales from \$5.6 million to \$17+ million in 1 year; achieved 125% of quota.
- Fueled growth from \$6 million to \$24 million; restructured programs and centralized lead management/market analysis.

Pacesetter with track record of surpassing objectives, optimizing competitive advantage and delivering profitable results.

- Boosted productivity 23% across 1,500+ national sales reps while cutting cost-per-lead 35%.
- Earned accolades, driving 11th-ranked region to #2 out of 12 nationwide; outperformed peers in major markets.
- Championed marcom, branding and web strategies, triggering 45% jump in client retention despite market downturn.
- Won Platinum Producers' Award for 1st-year performance; consistently generated sales 150%+ above quota.

Growth Catalyst who combines operational expertise with strategic insight and marketing savvy to ensure corporate success.

- Reduced marketing costs \$5+ million via rigorous database testing; increased data accuracy 32%.
- Drove close ratio from 62% to 85% by restructuring sales methodologies and innovating new tools.
- Renegotiated agency contract, decreasing expenditures 15% while enhancing quality and productivity.

Masters of Business Administration, University of Phoenix, 1998
Bachelor of Science, Business Administration, University of Kansas, 1982

Winner of 9 corporate awards for exceeding sales goals and building top-performing teams

PROFESSIONAL EXPERIENCE

XXX Company, Pittsburgh, PA

2005 - Present

VP, Sales

- P&L responsibility for turning around struggling region; generated \$26 million revenue upswing to \$36 million.
- Manage team of 25 sales professionals. Implemented rigorous recruiting, retention and training initiatives.
- Rebuilt corporate reputation, overcoming inherited quality and service issues to strengthen client confidence.
- Led team to surpass sales quota; earned Platinum Producers' Award for outstanding performance.
- Restructured processes and introduced new tools, streamlining operations and optimizing productivity.
- Spearheaded market, product and competitive intelligence; developed strategic roadmap and growth plan.

YYY Company, Washington, DC

2002 - 2005

Director, Midwest Territory Sales

- Recruited to jump-start underproducing territory, elevating sales \$11+ million in 1 year.
- Managed P&L, sales, business development, marketing, forecasting, reporting, strategic planning and team of 14.
- Realigned sales team and established mentoring program, increasing efficiency, production and accountability.
- Redefined goals and established metrics; reshaped reporting protocols, facilitating compliance/executive visibility.

ZZZ Company, St. Louis, MO

1997 - 2002

Manager, Sales & Marketing

- Re-engineered lead management and sales/marketing analytics while driving creation of unique client programs.
- Played leadership role in sparking \$18 million revenue gain. Increased sales close ratio 37%.
- Lowered marketing expense while improving data accuracy; renegotiated key contracts to further minimize costs.

Previous experience: AAA Company; BBB Company and CCC Company.