

**OBJECTIVE** Sales management for an original equipment manufacturer.

**SUMMARY** Sales and marketing strategist with a history of innovating corporate programs that gain competitive advantages, are foundational to sustaining profits and meeting quarterly objectives. The key is effectively solving problems to improve my company's image and confidence with our customer base.

**STRENGTHS**

- Consulting Sales
- Negotiations
- Value Added Selling
- Territory Development
- Technical Sales
- Sales Training
- Product Promotions
- New Business Development

**EXPERIENCE**

5/00 - Present

**Overview.....**

**International Business Development Manager**



Recruited by Proxima prior to their merger with Infocus on 8/00. My mandate was to build revenues in the PC channel for a line of multimedia projectors ranging in price from \$3,000-\$28,000 each.

**Strategy 1** Implemented *The Proxima Exclusive Reseller Program*, a partnership plan to motivate resellers to focus on our product lines. The key is to creatively use co-op dollars, product trainings, VIRs and exclusive promotions as sales drivers.

**Strategy 2** Once InFocus bought Proxima thereby creating the \$1 billion market leader (70% share), the Director of Sales wanted me to create a new selling program for InFocus and train sales staff on how to execute the plan.

**Results**

- Sales Grew from \$18MM to just over \$24MM a year.
- Landed
 

Boise	PC Nation	Pomeroy	Educational Resources
GE	Comark	Sayers	Sarcom
- Examples Grew Comark from \$484K, 1st Q00 to \$920K 1st Q01 during a down market  
Grew CDW from \$500K per month to a consistent \$1MM per month  
Opened D&H Distributing and built it to a consistent \$450K a month  
Won the "Award of Excellence" for highest over quota in the PC channel

**Final .....Impact**

5/99 - 6/00

**Senior Sales Manager**

**Sales Manager**



**Overview.....**

Recruited by the VP of Sales as the channel expert to create Nokia's first-ever *National Reseller Program* and rebuild the Monitor/Display product line which had lost \$50MM off the peak US sales of \$200MM.

**Strategy** Created an exclusive reseller partnership program to separate Nokia from the 10,000 other computer technology manufacturers. An invitation only program with tangible participation rewards to motivate VARs who signed-on to focus on Nokia over the competition.

**Results** Signed 10 VARS worth \$9MM on their way to \$15MM (based on a POS fiscal year run rate analysis). As the program grew, an East coast sales rep was hired, whom I taught the program, she added 7 new accounts and increased sales \$6MM.

Partnerships created

- Comark
- Westcon
- Woodfield
- GE
- Pomeroy
- Sayers
- All-Star Systems
- Boise
- Computech
- Arlington
- Compucom
- CDW

**Final .....Impact** Nokia sold division to Viewsonic- 1/00 for \$800MM who bought our success and eliminated us as a competitor. For Nokia the benefit was divesting a non-core business unit.

1993 - 1999 **National Sales Manager**   
**Regional Sales Manager - Central Region**

**Overview.....** As **National Sales Manager** of a \$10 million computer channel, I directed 6 Regional Sales Managers, personally handled Panamax's Top 4 accounts and implemented two new programs:

1. Implemented **Points for Panamax** (a national marketing program)

**Strategy** To duplicate my regional sales efforts at the national level, I created a selling platform for my sales team to follow and a marketing plan to differentiate Panamax from the other 4,000 peripheral manufacturers.

**Result** Increased revenues 28% or \$4 million annually, signed 1,500 VARs to Points for Panamax, and became the largest revenue producer of Panamax's 3 business channels.

- Final .....Impact**
- Won new accounts
    - Raytheon
    - Bank One
  - Grew accounts
    - ENTEX
    - Micro Age
  - Discover Card
  - CNA Insurance
  - CompuCom
  - GE Capital
  - Comark
  - Pomeroy

- Recaptured Tech Data, increasing sales from \$20K -\$140K+ per month.
- Closed Nationwide Insurance, generating \$1.5MM in sales.
- Landed First Chicago Bank and CNA Insurance, generating \$150K.
- Closed PC Wholesale and grew business 532% to become a top 10 account.
- Landed Raytheon generating \$200K in sales.

**Overview.....** As **Regional Sales Manager** my challenge was to grow Central Region revenues (1 of 6 US regions), a 14 state territory worth \$3.6MM annually.

**Strategy** Within my first 3 months, I pitched Comark on carrying our products, secured their \$65K initial order and won a \$10K market development investment from Panamax to build a relationship.

**Result** By year-end, Comark became a Top-10 account, grew to \$500K a year, became a model that I used to build other selling programs that led to signing 1,500 VARs once the programs were adopted company-wide.

- Final .....Impact**
- Ranked #1 in individual sales as a result of creating #1 sales territory out of 6 regions.
  - President's Club 3-years straight
  - 2-time winner of Best Sales Presentation/Training Award.

1991 - 1993 **Senior Account Executive** Sams Computer, Chicago, IL  
 1989 - 1991 **Senior Account Executive** PC Transition, Benseville, IL

**EDUCATION** 1987 BA, Psychology with Minor in English, Drake University, Des Moines, IA