

Senior Sales Executive

Recognized sales leader with significant success driving organic growth and profitability for Fortune 1000, mid- size and start-up companies, including a one-time #12 ranked INC Magazine “fasting growing company.” Multiple experiences building both field and telephone sales teams and operations from scratch, boosting performance of existing field and telephone sales organizations, and turning around underperforming companies. Uses technology for improved productivity and competitive advantage.

- Sales & Marketing Strategy
- Executive Sales Leadership
- Certified Sales Leadership Coach
- Company Acquisition Integration
- Multiple Location Management
- Distributor Sales & Management
- Direct Sales & Management
- Multi-Sales Channel Optimization
- CRM *Selection, Implementation, Analytics*
- Product Management & Development
- Telephone Sales
- E-Commerce
- Digital Marketing
- Forecasting
- P&L Management

EDUCATION: **MBA/Entrepreneurial Studies, Bentley University**
BA, Economics, University of New Hampshire

CAREER SUMMARY

Saratoga Sales Consulting, Saratoga Springs, NY

2014 to Present

Independent sales consulting, coaching, and recruiting firm

Owner, CEO Sales Coach and Consultant

Served multiple clients from many industries in capacities customized to their requirements

- Designed and led management program for a NYC based direct marketing company to drive a multi-million sales increase, while lowering lead generation costs. Advised strategic and process improvements for the e-commerce, direct mail, and telephone sales teams
- Wrote the sales and marketing plan and launched a new brand and service for a \$250 million company
- Provided customized sales consulting and coaching services to several executives in wireless, solar power, financial services, mobile communications, retail, print and promotional products, and other industries
- Recruited more than 20 new sales and sales management employees for one client.

Amsterdam Printing, Amsterdam, NY

2009 to 2014

A \$100M+ promotional products company selling direct and through distributors

Vice President Sales and Marketing

Led the sales and marketing department, had a \$34M expense budget, and more than 100 staff

- Restored the company to profitability, sales, and profit growth
- Modernized telephone sales operations, sales management practices, and sales processes
- Reorganized the entire 62-person sales team and deployed substantial training and coaching initiatives
- Introduced sales automation using Microsoft Dynamics, which drove substantial growth
- Launched a highly successful and continuous new product development and new product sales process
- Restored to profitability in year 1, sales growth in year 2, and finished \$2 million over target in year 3

ATW Group, Inc., Assonet, MA**2006 to 2012***A \$1.9M advertising and consulting firm***President and CEO**

Started a consulting business and acquired an award-winning, 10-employee marketing communications company that specialized in corporate annual reports, company branding, and package design

- Wrote a sales strategy to build a telephone sales team for a \$90 million-dollar seminar company
- Won Ocean Spray's distributor business that increased billings from \$300K to \$650K per year
- Grew revenue by 40% to \$1.85 million in first full year of ownership

Deluxe Corporation, Townsend, MA**1996 to 2006***A \$2B company that provides various personalized products and services to small businesses, financial institutions, and consumers***Divisional Vice President, Dealer and Affiliated Operations, Director of Sales Operations**

Held full P&L accountability while leading customer service, sales, marketing, analytics, financial reporting, and retail for a division of NEBS. Following acquisition, led the sales operations for the \$1.2 billion B2B division.

Transformed a stagnant \$16M private label direct marketing division into a \$31.5M integrated sales and marketing organization with more than 20K distributors and tripling channel profitability to \$8M

- Built a telephone sales channel and a National Accounts group from scratch, which drove most of the growth
- Led development of a sales plan to integrate seven B2B Deluxe brands, valued at \$1.2B in annual sales

SELECT ACCOMPLISHMENTS

Recruited by the company president. As VP of Sales and Marketing, returned the \$100+ million division of Taylor Corp. to profitability in the first full year. In 2010, completely reorganized the sales and marketing group and launched a strategy that drove a \$10 million profit improvement and hit sales goals for the first time in several years. Lowered advertising costs as a % of sales from 29% to 22% in year 1.

Returned the primary brand to sales growth in year 2 and the division to sales growth in year 3. Finished \$2 million over sales budget in year 3 (2012). Profit also grew at double digit rates in years 2 and 3.

Built an e-commerce team from scratch. The company became one of Google's top paid search customers in just 3 years. By 2013, new customers originated online grew from 8% to more than 50%.

Restored the distributor division of Deluxe Corp. to growth. Managed the P&L. Grew sales organically from \$16M to \$31.5M and delivered 8 consecutive years of sales and profit growth. Built a multi-channel sales and marketing team from scratch. Lowered channel costs as a percentage of sales by more than 25%.

Wrote a sales integration strategy for Deluxe's 7 B2B companies and created a sales operations team to help manage the integration process. The strategy combined sales teams from all 7 brands into one sales organization utilizing one set of new systems, including salesforce.com. These brands represented approximately \$1.2 billion of revenue.

Achieved #12 ranking on the 1996 INC 500 list of the year's fastest growing companies. Built a sales team and infrastructure for a venture financed startup, TransNational Communications, to grow sales from zero to more than \$50M in four years. Financed by Steve Belkin of TransNational Group, Boston, MA.

Early in career, received the Presidential Citation Award as both a district sales manager and account executive with Dun & Bradstreet. Sold information and marketing services to healthcare, financial, and technology clients directly to the user and through resellers.

Owned a 10-employee branding company, with an impressive client list, that gained widespread recognition for several creative projects. Grew the business by 40% during the first year of ownership. Clients included Ocean Spray, Cognex, Sunovian, Dresser Industries, and Terex.