

## John Q. Public

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Award winning business to business technology sales executive with a track record of exceeding quota. Strong C-level rolodex in Fortune 500 and mid-market companies. Significant experience and success in closing multi-year, multi-million dollar contracts. Dynamic leader and team player with a sharp focus on achieving results.

### PROFESSIONAL EXPERIENCE

#### **ABC Widget Corporation, Philadelphia, PA**

**2000-Present**

*ABC Widget is a \$2 billion manufacturer of industrial gears for the automotive and semiconductor industry. With 23,000 employees worldwide, ABC is a world leader in industrial components.*

#### **Vice President North American Sales (2005-Present)**

Successfully lead and developed a team of 125 solution-oriented Account Executives with responsibility for semiconductor sales in the U.S. and Canada. Accountable for driving sales through effective leadership, sales strategy, people development, and training. P&L responsibility for the sales operation including direct sales, channel sales and sales support teams.

- Restructured National Account sales force in order to leverage new market opportunities. Grew semiconductor segment revenues from \$138 million per year to \$181 million per year. Grew automotive segment revenues from \$60 million per year to \$100 million per year.
- Restructured Field Sales Force (approx. 100 reps) producing a 36% increase in productivity with a 35% decrease in deployment.
- Led executive presentations, negotiated and closed key new business contracts that contributed over \$50 million to annualized revenue and 30% to annualized contribution. Key wins included new relationships with FedEx, General Motors, Toyota and Samsung Telecommunications.
- Identified two alternative non-traditional markets for ABC products and developed the sales strategy to acquire new accounts. These markets represented a 10% increase in new business in 2007.
- Led team to achieve an average of 117% of targets in 2006 and 2007; on track to outperform targets again in 2008, while maintaining target margins.

#### **Regional Director Semiconductor Sales (2000-2004)**

Responsible for semiconductor sales in a 12 state territory across the Midwest. Direct management responsibility for a team of 24 account representatives.

- Rebuilt the sales team resulting in a consistent funnel of over 70 leads/week, increasing pipeline revenues to over \$50 million.
- Created and implemented best practices to reduce the sales cycle from 18 months to 7 months. Recognized in 2002 with the Chairman's Award for significantly impacting ABC's top line.
- Built and leveraged relationships at strategic levels within accounts, specifically at CIO and CFO levels, which resulted in a 25% increase in opportunities for ABC to present proposals to executive-level committees of Fortune 500 and Fortune 1000 target companies. Win ratio increased by 40%, resulting in over \$30 million in new business in 2007.
- Signed the company's largest recurring contract with Engrit, a deal which is expected to generate \$125 million over 5 years.

**XYZ Semiconductor, Inc. Raleigh, North Carolina**

**1994-2000**

*A \$1.2 billion global semiconductor company, with 43,000 employees worldwide.*

**Sales Manager (1998-2000)**

Sales management responsibility for a team of 7 representatives covering the eastern half of the U.S., while maintaining a personal sales quota for national accounts.

- Doubled sales in the territory from \$30 million to \$60 million in two years, with 60% of the team qualifying for President's Club status in 1999 and 2000.
- Exceeded personal sales target of \$28 million (national accounts) by 14% in 1999 due to shortening the sales cycle.
- Implemented an aggressive up sell program in key accounts, resulting in an 18% increase in year over year existing base revenue.

**National Account Representative (1994-1997)**

Responsible for developing national account relationships with targeted clients. Called on C-level executives in existing clients and accountable for hitting new business targets east of the Mississippi.

- Exceeded quota (\$18.2 million) and achieved President's Club in 1995, 1996 and 1997.
- Sold over \$1.4 million in new business within first 6 months of employment.
- Penetrated new strategic national accounts and *upsold* existing accounts leveraging new products in both the Commercial and Federal markets.

**EDUCATION**

Wake Forest University, Winston-Salem, NC  
Calloway School of Business  
Masters of Business Administration

University of North Carolina, Chapel Hill, NC  
B.A. Marketing

**PROFESSIONAL ORGANIZATIONS**

Sales & Marketing Executives International (SMEI)  
Direct Marketing Association  
Board Member - American Red Cross, Redwood County Chapter  
National Semiconductor Association