

OBJECTIVE

To obtain a challenging position in **Senior Sales** within the fast paced **Information Technology Industry**, utilizing years of well honed sales expertise, strategic marketing and hands-on client management; maximizing years of industry ability towards applying learned IT sales methodologies and further challenge experienced market penetration and relationship building abilities.

PROFESSIONAL PROFILE

Sales

- § Proven ability to drive business growth through aggressive sales initiatives that result in increased revenue growth
- § Proficient at balancing sales production with sales leadership via conceptual thinking and strategic planning
- § Proven ability for establishing large-volume, high-profit accounts with above average retention levels and client loyalty
- § Expert negotiating and closing abilities
- § Numerous years of licensing sales where personal quotas were exceeded by 2000%

Marketing

- § Strong background in identifying, establishing, and managing strategic relationships to leverage significant long term business opportunities
- § Adept at identifying and targeting market share and optimum market penetration

Leadership

- § Experienced in managing sales force and leading by example
- § Succeeded in building and maintaining key corporate relationships
- § Well organized and self-motivated senior professional

CAREER MILESTONES

- § With Some Inc, promoted to positions of increasing responsibility over a successful 13 year career with the company
- § Successfully identified, pursued, and negotiated licensing and distribution ventures across numerous key markets overseas which resulted in millions of dollars of recurring annual revenue
- § Spearheaded and conceptualized the development and conception of an online network model to link new media products with B2B accounts using the power of the Internet
- § Consistently surpassed personal sales quotas which generated more than 150% of license sales goals and 175% of distribution sales goals

EMPLOYMENT

- **SOME INC., CITY, ST** **1989-2002**

Lead – International Licensing 1993-2001

- § Initiated and nurtured relationships with media companies worldwide
- § Negotiated contracts for the licensing of company music catalog
- § Created and presented multimedia sales presentations for major international licensing conferences worldwide

Artist Relations Manager 1998-2001

- § Collaborated with more than eight in-house production companies to facilitate the creation of music into the commercial marketplace with uses ranging from singles and LP releases, to movies, TV and radio commercials

National Senior Sales Representative 1989-1993

- § Managed a sales staff of six Sales Representatives
- § Sales and marketing responsibilities included direct sales to distributors and retail chain stores to facilitate the sales of LP releases nation-wide
- § Set up co-op advertising buys with retailers
- § Utilized radio and prints ads to gain premium "End Caps" shelf space placements
- § Realized an increase in sales of 1000% over a four-year period

EDUCATION

BA - Business Finance
Concordia University

1985-1989

Excellent References Available Upon Request