

Sales Director

A proven Sr. Sales Director with extensive experience in team leadership, strategic planning, and client relationship management. Highly skilled in communicating with client teams to outline short and long-term goals, delivering customized product portfolio and strategies to facilitate achievement, maintain satisfaction, and business retention.

Qualifications Summary

- Maintain working knowledge of industry trends, emerging platforms, and evolving client needs to identify business opportunities, and innovate products to facilitate increased sales and business development.
- Forge partnerships with clients and industry leaders to drive client account growth and business expansion.
- Direct sales and operations for Fortune 100 organizations, globally, outlining comprehensive objectives, budget, KPIs, and marketing campaigns.

Career Experience

Verizon Wireless, West Allis, WI
Managing Partner, Business Sales

2022 – Current

Lead the sales efforts in Milwaukee across mid-markets. Driving incremental sales growth in existing accounts and increasing SOGA in the market by effectively targeting new logo clients.

- Lead a team of six Senior Account Managers.
- Responsible for over \$30M in annual spend.
- Immediately impacted team performance through enhanced sales training and leadership accountability.

Gartner, Milwaukee, WI
Sr. Manager / Global Client Director

2019 – 2022

Direct sales and service operations for Global Enterprise clients in Milwaukee. Lead strategic sales in managing and growing Global clients in the Financial & Insurance Segment.

- Recognized for being top performer with 100% client retention and triple-digit client growth; top 15 sales leader, companywide.
- Team was 105% to target and closed over \$250K in new business in 2020.
- During the global pandemic, the team renewed 100% of our business and experienced 15% growth.
- 2022 YTD 104% to annual growth target.

Sprint, Waukesha, WI & Overland Park, KS
National Director of Sales – Smart Cities & Government IoT, 2018 – 2019

2006 – 2019

Spearheaded national IoT & AI sales and business development for the Federal and SLED Sales Sectors. Developed a strategic business plan for the launch of the Government IoT efforts, encompassing business case development, staffing strategies, and partnership development. Maintained accountability for eight Senior Client Directors across the country.

- Rolled-out national strategy for IoT & Smart City in all government segments.
- Penetrated new markets in the IoT space for a Fortune organization.
- Team was responsible for over \$30M in growth in 2019 which represented 500% to sales targets.
- Led a team of eight Sr. Client Directors.

National Director of Sales – Indirect Distribution & Performance Management, 2017 – 2018

Led Indirect Dealer Channel and sales teams, nationally. Created strategic planning for performance management systems and tools. Led National Accounts Team, directing operations through key points of product distribution.

- Increased partnerships, improved performance, and overall increase in national accounts.
- Led initiatives for indirect channel distributions with over 2,300 points of distribution and accounts greater than 35% of overall company volume.
- 2017 channel performance of 127% to plan.
- Led a team of six Sr. National Account Managers and three Sales Performance Managers.

Senior Director of Strategic Operations & Alternate Channels, 2016 – 2017

Oversaw two teams in managing projects pertaining to sales, creating new sales channels including direct to consumer.

- Increased cost reduction, resulting in reduction of sales OPEX without negatively impacting company goals.
- Overhauled field sales business and optimized costs through cross-functional collaboration.
- Cultivated new revenue-generating opportunities through development of business relationships and creation of new sales channel from concept to creation.

Director of Sales – Company Owned Retail & Radio Shack, 2016

Led teams of 750 employees across 135 stores, implementing merchandise-marketing activities accounting for \$750M+ in annual revenue.

- Improved staffing levels from 85% to 98%, improving recruitment and retention.
- Increased sales growth by 3% month-over-month.
- Grew product sales through multiple retail stores achieving increase in sales from 4% to 12% securing long-term partnerships through additional company marketing channels.

Director of Sales – Indirect Distribution, 2015 – 2016

Fostered training and development for sales teams to ensure adherence to strategies and operations for indirect distribution within Illinois and Wisconsin region. Innovated sales campaigns focusing on marketing company merchandise to increase revenue and profit growth.

- Increased YoY spending by 15%, resulting in achievement of outperforming company retail stores by 3%.
- Implemented sales training, increasing annual sales through team management and partnerships.
- Collaborated with senior management to improve business models including retail, sales, marketing, and finance, in conjunction with partners.
- Led a team of 13 Managers, Sr. Managers, and Regional Account Managers.

Business Sales Manager, 2013 – 2015

Generated tactical growth strategies across multiple business lines including Healthcare, Higher Education, Utilities, Wireline, and SMB. Acted as global SME working with strategic telematics solutions, wireless convergence, and additional portfolio solutions.

- Designed omnichannel growth strategies through COR and L3P partnership teams.
- Recognized for performance of 101% representing YOY spending increase of 5%.
- Secured 154% increase in sales performance for FY 2014/2015.

Previous positions include Sales Manager: IoT/M2M Solutions, and Account Manager – General Business, Enterprise & Public Sector for Sprint, Regional Sales Manager for ECT International, Inc., and Retail Sales Manager/Indirect Account Manager for T-Mobile USA.

Education

Coursework in Business Management Information Systems
University of Wisconsin, Milwaukee, WI

Affiliations

CCC, Board Member & Board Treasurer, 2019 – Present

WFA, Board Vice Chairman, Committee Chair: Technology Committee, Committee Chair: Pastoral Search Committee, 2008 – 2016

City of Waukesha, Board Member: Sign Review Board, 2011 – 2014

City of Waukesha BID, Committee Chairman: Business Recruitment & Retention, 2008 – 2011