

XXXXXX X. XXXXXXXXXXXX

Drives New Sales, Partnerships and Business Development Opportunities

Ashburn, VA | Phone | Email | LI URL

Sales Executive / Senior Account Manager: Inside Sales / IT, Technologies, Data & Cybersecurity

15 years of sales experience accelerating revenue and pipeline growth across varying technology related products:
IT supplies, hardware, and data solutions for both the Federal and public marketplace.

Customer-centric leader with a commitment to driving notable market growth by developing relationships, leading pricing negotiations for the win, and Go-To-Market strategies in collaboration with cross-functional departments. Persistent and enthusiastic with ability to quickly establish rapport with customers through careful listening of pain points / buying blocks and the offering of simplified solution resulting in generating new / existing business growth. Possesses a keen business and maintains a strong knowledge of product lines with a proven background of excelling in a multi-hat wearing environment.

A unique combination of due diligent competencies – Market & Competitor Analysis | Targeted Marketing (offline and online) Initiating Pricing/Price-to-Win (PTW) Strategies Forecasting Customer Supply Needs (Wholesale & Reseller)

SALES PERFORMANCE BENCHMARKS

— SENIOR ACCOUNT MANAGER: Alliance Micro / DIGITEK —

Alliance: **Consistently met or exceeded sales goals by 100%+** • \$3M in Annual Sales • 100+ accounts
DIGITEK: **Progressive boost of annual sales between 2004 - 2013** • \$450K+ - \$12B+ • 100+ Client Expansion
Presidents Club Award (2010): 1st Year Company Began Award Recognition
Salesperson of the Month: 1/2010, 10/2010, 8/2011, 3/2012, 5/2012
ECHO Tape Media Sales Excellence Award, 2011

SALES/LEAD GENERATION STRENGTHS

- ✓ New Sales Rep Training & Development
- ✓ Existing Channels & Channel Development
- ✓ Ignites Stalled or Declining Performance
- ✓ In-Bound & Outbound Prospecting
- ✓ Customer Engagement & Relationships
- ✓ Current Accounts & New Business Development
- ✓ Multiple Account Management
- ✓ Online & Offline Promotions

PROFESSIONAL HISTORY

Sales Account Representative (Independent Contractor) | 2018 – Present | Xxxx Xxxxx, Orange Park, Florida

A mid-scale office supply and digital products reseller- Initial account opening, product pricing, customer relations, invoicing, return merchandise authorization (RMA) and customer satisfaction follow-up.

SENIOR ACCOUNT MANAGER | 2014 – 2018 | XXXXXX XXXXXXXXXXXX, Chantilly, VA

Alliance Micro provides the government and commercial marketplace with Data Center Solutions and thousands of IT products in support of computing, mobility, data center and leading printer manufacturers. Identified and capitalized on sales opportunities for the successful development of assigned territory coupled with performing a central role in the training of sales reps. Role included being in direct contact with management to update status of prospective sales.

KEY LEADERSHIP: Team Lead (Assisting with Pricing and Management) / Point of Contact for New Clients / Middleman Between Management and Account Managers (AMs).

- Oversight of GSA Federal Strategic Sourcing Initiative (FSSI OS3) contract.
- Assisted account managers (AMs) on pricing strategies for RFQs/Quotes/BPAs.
 - Managed RFQ requests through FedBid, GSA advantage, SEWP & Customer Direct.
 - Established manufacturer bid pricing to protect current and future opportunities; enhanced profit margins.
 - Sales team collaboration to set up pricing list during the initial start of sales process.
 - Developed sales representatives understanding of pricing structures.
- Realized \$1.2M+ in annual revenue/expansion into 13 Veterans Integrated Service Networks (VISN).

SENIOR ACCOUNT MANAGER, XXXXXXXX XXXXXXXX continued

- Identified and fully developed education program for veteran's returning to school or entering the workforce in collaboration with the Department of Veterans Affairs (VA).
- Created a laptop/desktop IT bundle package.
- Developed streamlined website exclusive to Department of Veterans Affairs Education Program.
- Made possible for veterans to purchase tailored technology specific for their needs and on their schedule (standard package or customization of own package).

SENIOR ACCOUNT MANAGER | 2004 – 2013 | XXXXXXXX (Acquired by XXXXXXXX), Dulles, VA

DIGITEK is a distributor of imaging supplies and hardware with national distribution for all the top brands and offers R2 Recycling capabilities. Drove significant revenue growth as one of the top 3 sales representatives year after year over 9 years. Integral part of sales leadership committee including often meeting with the President of the company for continued sales strategy discussions.

KEY LEADERSHIP: Training of New Reps / Reporting to C-Level Management / Marketing Analysis & Reporting

- Developed and maintained constructive and long-standing cooperative client-partner relationships.
- Analyzed pricing and costs on all market opportunities in both public and private sector.
 - Researched and monitored market conditions, competitors' products and prices.
 - Created and reported future market growth opportunities to upper management.
- Executed high call volume campaigns with several reps as direct reports assisting with accounts.
- Present during the initial new rep hiring interviews.
 - Post-hiring held one-on-one onboarding sessions with new reps.
- Involved with internal technology upgrades/conversions (business software updates).
- Sales Product Line: Ink Toner, Archival Media & Printers.
- Key Resellers: Zones, PC Connection, Office Depot/Tech, Depot, Office Max.

MARKETING/CUSTOMER SERVICE REPRESENTATIVE | 2003 – 2004

Held multi-faceted set of responsibilities including the design and execution of goal-oriented promotions, marketing activities including engaging content and concepts to resonate with both the individual customer and larger audiences. Supported sales cycle for CEO and five sales representatives.

- Developed, implemented and managed monthly and quarterly sales promotions.
- Created quarterly marketing product/solutions catalog to showcase the company's current offerings.
- Coordinated offsite company events and trade shows.
- Worked with multiple manufacturers to establish marketing/co-op budget.
- Executed best customer experience initiatives program.
- Managed system procurement process, order tracking, invoices and RMA.
- Negotiated international ocean container pricing; coordinated international delivery to warehouse(s) with freight brokers and tracked import and export of international and domestic shipments.

EDUCATION

Bachelor of Science, Business Administration, Ferrum College, Ferrum, VA
Emphasis in Decision Support Systems and Marketing

IT SKILLS: MS Office (Word, Excel, Outlook, PowerPoint), MS Dynamics Navision 6.0, QuoteWerks, RedFalcon/Red Cheetah