

SALES & MARKETING EXECUTIVE

Versatile leader with an international record of business development, marketing, sales, program management, pricing and general P&L management. Proven leadership of diverse, global teams with profitable results.

- Digital Marketing Manager
- Marketing Management
- Relationship Management
- Sales Operations Manager
- Marketing Channel Manager
- Team Building & Mentoring

PROFESSIONAL EXPERIENCE

VADAR Systems, Acton, MA

2014 – Present

Vice President, Sales and Marketing

Reporting directly to the CEO, I have grown profitable revenues of 2 divisions. Created innovative omnichannel marketing campaigns that have resulted in increased brand equity, new business channels, and expansive market awareness.

- Increased new accounts 375% and new revenue 620%
- Grew lead generation 210% and lead conversion 120%
- Lowered customer acquisition cost (CAC) 80%
- Lowered web design and hosting expenses 98%
- Created new digital, email, and social marketing systems
- Created new CRM systems for sales, marketing and support
- Executed campaigns through PPC, SEM, SEO, SMM, and other channels

Cisco Systems, Irvine, CA

2008 - 2014

Sales Finance Executive

Managed strategic growth of Cisco's \$820M cloud and data center technology. Led negotiation teams, coordinating Sales, Legal, and Marketing functions.

- Implemented a new capital leasing model for on-demand data center usage
- Optimized deals to help grow sales from \$240M to \$820M in one year
- Earned 2 awards in 1 year for team leadership and sales innovations
- Saved over \$1M by implementing process and system efficiencies

Linksys, Irvine, CA

2000 - 2008

Sales Finance Executive

Program Manager, Project Manager, and Cross-Functional Team Leader of Advanced Technologies with Cloud Computing Experience. Brokered business partnerships to build new business models and enter overseas markets.

- Created new international channels and expanded to \$4m revenue in 2 years
- Drove new market promotion to grow existing channel sales 350%
- Reduced subscriber loss 85% with new marketing programs

Sherris Pharma Partners, Los Angeles, CA

1999 - 2000

Sales Finance Executive

Business Development Executive, Sales Manager, and Start-Up Company Sales Strategist. Developed business strategies for a new spin-off from Sanofi Aventis.

- Secured \$5M in venture capital funding for Mad Cow Disease testing.
- Designed logistics for a new \$5M business from \$50k in one year.

Northrop Grumman, Los Angeles, CA

1997 - 1999

Sales Finance Executive

Contracts and Pricing Manager, Database Systems Developer, Major Contract Financing Manager. Negotiated and managed contracts for advanced technologies and the \$900M Super Hornet program.

- Won 80% of proposals bid to capture \$50M in new business.
- Managed contracts and pricing for Nunn-Perry award winning programs.
- Designed and built a new contract database with an easy-to-use interface.

EDUCATION

Bachelor of Science, Microbiology & Molecular Genetics, UCLA

Masters of Business Administration, Loyola Marymount University