

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.

- Global Sales Management
- Sales Operations Management
- Digital Marketing Management
- Business Development Management

Boston Wax Museum, Boston, MA

2018 - Present

Vice President, Sales and Marketing

Lead all new sales and marketing campaigns, creating new paths to market with strategic new business relationships and sell-through marketing strategies.

- Increased visitors 25% with 90% lower marketing expenses
- Increased sales 18% with 67% lower headcount
- Expanded sales channels 10x from 5 to 50 in one year
- Created education programs for 2,000+ new accounts

VADAR Systems, Acton, MA

2014 – 2018

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%

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 global channels and expanded to \$4m revenue in 2 years
- Drove 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 (BS), Microbiology & Molecular Genetics, UCLA

Masters of Business Administration (MBA), Loyola Marymount University

SKILLS

B2B Sales Management
 Program Management
 Sales Plan & Strategy
 Social Media Management
 SEM & SEO Management
 Cloud SaaS Expertise

Business Development
 Project Management
 Team Motivation
 Email Marketing
 Adobe Creative Suite
 Financial Technology

Team Leadership
 Communication & Writing
 Budget & Goal Management
 Website Development
 Digital Marketing
 Education & Training