

## **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

**Credit Glory, New York, NY**

**2020 - Present**

### **Vice President, Sales and Marketing**

Overhauled national sales team to boost efficiency and profitability in 6 months.

- Increased revenue per agent 27%
- Increased deals per agent 23%
- Increased calls per agent 15%
- Lowered price discounts 26%
- Lowered unhandled leads 96%

**Boston Wax Museum, Boston, MA**

**2018 - 2020**

### **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

**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