

SALES & MARKETING EXECUTIVE

Proven results-driven leader with an international record of business development, marketing, sales and P&L management. Profitable leadership of global teams with exponential results across industries and markets.

- Global Sales Management
- Field Marketing Management
- Event & Retail Management
- Business Development Management

Renewal by Andersen, Boston, MA

2023 - Present

Field Marketing Manager

Grew field marketing from 5 to 50 associates in 9 months. Optimized lead quality and conversions to boost annual revenue from \$3.7m to \$8.5m. Created KPIs and processes to boost morale and customer experience.

- Increased Y/Y Revenue 130% to \$8.5m
- Increased Lead Conversion 3x to 12%
- Lowered Cost of Marketing 30%
- Lowered CAC 25% to \$750

Credit Glory, Boston, MA

2020 - 2023

Vice President, Sales and Marketing

Overhauled national sales team to boost efficiency and profitability in 18 months. Lead sales and digital marketing of consumer credit repair.

- Increased revenue per agent 27%
- Lowered sales expenses 67%
- Lowered unhandled leads 96%

VADAR Systems, Acton, MA

2014 – 2020

Vice President, Sales and Marketing

Grew 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%

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 cloud sales
- Optimized deals to 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

Northrop Grumman, Los Angeles, CA**1996 - 2000****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 mentor-protégé programs.

EDUCATION

Bachelor of Science (BS), Microbiology & Molecular Genetics, UCLA
Masters of Business Administration (MBA), Loyola Marymount University