

# TERESA WALDOF

Rochester, MN

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## BUSINESS DEVELOPMENT AND OPERATIONS EXECUTIVE

### Strategic Planning & Execution | Revenue & Profit Growth

C-level Executive with a passion for building companies and teams from the ground up or growing and streamlining established organizations. Focused on driving revenues and profits. Develops exceptionally productive and motivated teams. Demonstrated success revitalizing and turning around companies. Formulates and rolls out highly effective strategic plans, business plans, and product launches to capitalize on evolving markets.

Core competencies:

- **Leadership / Team Building**
- **Process Improvement**
- **Business Operations**
- **Sales Operations Management**
- **Financial Management / Budgeting**
- **Strategic Planning / Business Plans**
- **Contract / Sales Negotiations**
- **Sales Management / Forecasting**

## PROFESSIONAL EXPERIENCE

### ASHLEY FURNITURE INDUSTRIES, LLC, Arcadia, WI

**2012 – 2015**

*Global home furnishings manufacturer and retailer with annual sales of \$3.5B and 16K employees.*

#### **Director**, Strategic Sales Operations Planning, Development and Management

Executive Team member, accountable for sales performance of global wholesale sales of 450 domestic and international Marketing Specialists. Oversaw all sales operations functions, including domestic and international IT systems, dashboards and training programs. Managed Business Analyst, Pricing, and Trademark Administration teams. Spearheaded Big Data initiative.

- Implemented 4DX management methods, resulting in sales growth turnaround from -3.4% to 7.9% in 18 months.
- Led Big Data cross-functional teams in constructing IT infrastructure and analytics capability across all business units, linking 500+ databases to a common platform and building out numerous dashboards.
- Identified \$600M in revenue opportunities by leading analysis of stock-out impact, resulting in corporate initiatives to overhaul supply chain management, product planning, and sales forecasting methods.
- Resolved backlog and executed 600 trademark protection agreements in 60 days by implementing process improvements with Trademark Administration team.
- Directed key projects, including market analysis for new store locations and manufacturing sites, and Big Data analytics in advertising effectiveness, clickstream analysis, customer profiling, and product associations.

### TAYLOR CORPORATION, Mankato, MN

**2007 – 2011**

*International and domestic marketing solutions provider with annual sales of \$2.5B and 8K employees.*

#### **Director**, Business Development

2009 – 2011

Managed employee and contracted sales teams.

- Led cross-functional team in development of new product line and launch into another industry, improving annual sales by projected 20%.

**TAYLOR CORPORATION** (Continued)

- Attained net profit for 1st time in 5 years by improving gross margins on company's core products 23%.
- Boosted employee sales 14% during economic recession, reversing protracted declining sales trend.
- Increased sales of contracted sales channel 31% by rebuilding sales training and coaching programs.

**Director, Recruitment**

2007 – 2008

Spearheaded market expansion and penetration, startup of new sales force. Negotiated contract agreements with sales and distribution channels.

- Identified, prioritized, and planned expansion into top-10 strategic markets and executed to plan.
- Implemented recruiting criteria to establish new, professional sales team, resulting in 1st-year growth of 13%.

**MARSDEN BLDG. MAINTENANCE, LLC**, St. Paul, MN

2005

*Provider of janitorial and building maintenance services with annual revenues of \$125M.*

**National Sales Manager**

Directed national sales efforts of 7 regional managers and associated sales teams.

- Achieved 110% increase in new account sales by developing forecasting system, sales training program, and sales program, providing improved presentations and marketing materials.
- Added \$3M in potential revenues by developing and executing in-depth strategic plan to win business for Wells Fargo's 165 Arizona branches.
- Introduced new brand message to marketplace by championing and resuscitating stalled rebranding effort, including creation of new company logo for 1st time in 30 years.

**ADDITIONAL RELEVANT EXPERIENCE****Retail:****TWILLY, INC.**, Rochester, MN

Founder and President of regional chain of specialty retail stores with 100 employees and annual sales of \$2.5M. Held all profit-loss responsibility and executive management functions of building and growing a retail organization including the strategic vision, corporate policies, cash flow, asset management, negotiating bank lines of credit and corporate loans, strategic, marketing, inventory and human capital plans.

**Healthcare:**

**MORTARA INSTRUMENTS**, Milwaukee, WI | **ZYMED**, Camarillo, CA | **SPACE LABS**, Redmond, WA  
Direct Sales Representative of medical devices for multiple manufacturers of cardiovascular diagnostic and monitoring equipment. Customers included hospitals, clinics, nursing homes and independent businesses. Met quotas through a variety of sales techniques, including telemarketing, on-site demonstrations and negotiations for short- and long-term deals. Assistant Administrator for Morford Clinic for 3 years.

**EDUCATION**

**Master of Business Administration (MBA)**, University of Minnesota, Duluth, MN

**Bachelor of Arts (BA)**, Speech Communications, University of Minnesota, Minneapolis, MN