

VP / DIRECTOR OF SALES – NATIONAL / REGIONAL SALES MANAGER

Global Growth Strategies / Business Development / B2B & B2C / Sales Management / Key Accounts / Startups / Turnarounds / CRM / P&L / Budgets / Solution Selling / Market Penetration & Expansion / Competitive Analysis / Client Relations / Proposals / Negotiations / Product & Service Launches / Marketing / Best Practices / Call Centers / Training / Team Building / Change Management / Planning

An award-winning sales management executive, I have a proven history driving record-setting gains in revenue, market share, account acquisition, contract capture, client retention and customer satisfaction at high tech firms such as **Avidxchange**, **Windstream Communications** and **Pitney Bowes**. As a regional/national sales leader and as an individual producer, I am known for leveraging innovative thinking, high-energy and superior relationship management skills to consistently outperform demanding objectives.

Throughout my career, I have assembled and directed diverse multidisciplinary teams selling a wide variety of technology products and services, including SaaS, systems integration, automation and enterprise solutions, into accounts ranging from SMBs to Fortune 50 giants. My client base includes household names such as **FedEx**, **Bayer**, **PNC Bank**, **US Steel**, **First Energy** and the **Pittsburgh Steelers**, as well as B2C customers. My experience includes successful turnarounds and startups. I have managed teams of up to 300 FTE and revenues in excess of \$30M.

At your organization, I could make an immediate and lasting strong impact by:

- Developing & executing aggressive growth strategies**
- Identifying & seizing untapped niches & emerging markets**
- Penetrating key accounts & closing big-ticket, long-cycle sales**
- Recruiting, training, mentoring & motivating top performing teams**
- Carving out & constantly honing a sharp edge in competitive markets**
- Fostering innovation, continuous improvements & best-in-class service**

Others have described me as a natural leader, inspiring motivator, trusted partner, persuasive communicator, shrewd negotiator and strong closer. In addition to a degree in **Mechanics Engineering** from **AMI Daytona**, my credentials include certifications in **Postal & Logistics Consulting** and **Enterprise Account Management**.

CAREER HISTORY & SELECTED HIGHLIGHTS

Sales Director, **Avidxchange**, a \$240M systems integrator. 2016-2018. Recruited to expanded customer base and grow sales of accounts payable and automated payment solutions. Managed a team of eight supervisors and 60 account managers selling into the enterprise and SMB markets. Drove steep gains in revenue, new accounts and value per sale. Notable achievements include:

Ignited explosive growth, growing revenue 7x. Recruited by Avidxchange to accelerate sales of its Pay Direct service. Replaced underperformers with new talent. Strengthened training and coaching. Set aggressive performance goals. Grew customer base 555%, quintupled new contracts and increased revenue from \$1.32M to \$8.23M in less than two years.

Grew customer base >5x & sales per rep 2x. Avidxchange needed to expand Pay Direct Enrollments. Developed aggressive new lead generation, prospecting and sales plans. Improved training and coaching. Drove a 555% jump in enrollments to 18,000. Increased sales per agent 210% and average sales per agent from 12 to 25 per month.

Dramatically improved customer retention, slashing attrition in half. Avidxchange suffered excessive customer turnover. To reduce churn, implemented new QA processes, call scripting and consultative sales training as well as hands-on coaching. Realigned compensation to increase accountability. Cut attrition rates from 20% to 10%.

Windstream Communications, a \$2.1B leader in voice & data telecommunications. Rapidly promoted, roles include:

Sales Director, Account Management, Inside Sales, SMB & Consumer Sales, 2015-2016. Promoted to concurrently direct sales of broadband, phone systems, SaaS, next gen products, bundles and other products into three separate market segments including SMB and consumer. Managed 300+ multidisciplinary staff and P&L on sales to \$30M+. Key accomplishments include:

Engineered a 17-point revenue turnaround. Promoted to reverse falling revenues at Windstream. Reengineered processes and sales operations. Strengthened customer relations with a rigorous schedule of touch points and account reviews. Went from a 12% annual decline to a 5% rate of growth. Grew category sales by \$1.1M to \$23.1M <18 months.

Elevated conversion rates to 24% to fuel record-setting sales. Poor closing rates held down Windstream inside consumer sales. Designed new consultative sales training. Implemented new sales incentives, boosting staff engagement scores 20%. Increased conversion rates to 24%, growing segment sales by \$1.5M to a record \$6.9M.

Sales Director, Field Sales, 2013-2015. Promoted to direct nationwide B2B sales operations. Drove strong growth in the SMB segment, displacing cable industry competition. Managed nine sales managers and 75 sales executives. Significant contributions include:

Delivered a 56% first-year revenue gain. Windstream needed to increase B2B field sales. Realigned operations, starting up a new team in Louisville, increasing coverage in Sugarland and cutting a team in Texarkana. Launched new Salesforce.com campaigns. Introduced new next gen products. Grew sales by \$227K to \$626K in the targeted markets.

Transformed culture, cutting attrition. High field sales churn hurt growth and increased Windstream recruiting/training costs. Enlisted staff to serve on a working group to suggest workplace, training, support and other improvements. Achieved a 93% employee engagement score, tops among 850 managers. Slashed department turnover by 31%.

Regional Sales Manager, 2011-2013. Recruited to build, startup and lead a new regional team covering B2B markets OH, PA and NY. Outperformed performance targets, earning rapid promotion to a national sales management role. Achievements include:

Launched a successful regional startup. Windstream wanted to penetrate the OH, PA and NY B2B markets. Built a team from the ground up. Selling broadband, phone lines, SaaS, phone systems and bundled telecom solutions, grew the region from zero to \$120K in annual organic sales. Created a sustainable pipeline potentially worth millions in annual sales.

District Director, Pitney Bowes, a \$3.5B leader in hardware, office automation and software/SaaS solutions, 2005-2010. Promoted to direct B2B sales in both the enterprise and SBM segments. Sold into accounts ranging from Fortune 500 leaders such as *FedEx*, *Bayer* and *US Steel* to the *NFL's Pittsburgh Steelers*. Managed P&L on revenues to \$26M and staff to 56 FTE. Repeatedly promoted, earlier roles at Pitney Bowes include **Field Sales Manager** and **Sales Executive**. Contributions in these roles include:

Turned a struggling district from laggard to leader in a year. Took over PB region was ranked 73 out 75. Led revitalization program. Retrained the team and set challenging new performance objectives. Strengthen product and competitive knowledge. Created a referral program. Grew sales 14% to \$4.8M while elevating scorecard rank to top five.

AWARDS & RECOGNITION

Six-time honoree at Windstream National Sales Conferences (Elite or Idol status).

Seven-time **Top Field Sales Manager** and 12-time **Outstanding Sales Manager Award** at Pitney Bowes.

17-time honoree at Pitney Bowes National Sales Conferences, including **First Honors**, **Top Honors** and **President's Club**.