

MICHAEL GOERGEN

VP REVENUE GENERATION | SR. DIRECTOR BUSINESS DEVELOPMENT

mpgoergen@outlook.com • [Linkedin.com/in/michaelpgoergen](https://www.linkedin.com/in/michaelpgoergen) • Mobile: 612.669.6082

Revenue Growth / Business Operations / Sales & Marketing Leadership / Franchising / Technology Focused / Strategic & Tactical Planning / B2B Sales / Client Relations

Award-winning business executive with proven management, leadership and strong communication skills. A demonstrated history of success across multiple industries as a leader and entrepreneur who has a professional history of assimilating industry knowledge, growing top line revenue, increasing contribution margins and delivering bottom line profit expansion. Excel at:

- **Intelligently developing creative business solutions**
- **Maintaining year-over-year operational efficiencies**
- **Exceeding sales revenue goals and business growth, regardless of economic fluctuations**
- **Building profitable start-ups, growth companies and franchises**
- **Combining data-validated experience and technology to increase operational proficiencies**

Education: Bachelor of Arts (BA), Business Management, Saint John's University, Collegeville, MN; Alumnus, Gartner Group C-level B2B sales, professional service, project management; Power Base Selling Certification; Management Marketing, Corporate Finance, Wharton MBA Foundation's Courses (currently enrolled)

WORK HISTORY

DIRECTOR OF ENTERPRISE SALES

MVP Logistics, Minneapolis, MN

August 2018 - Present

Full-service 3PL specializing in partnering with growth businesses in LTL, TL and Fulfillment

Responsible for locating, growing and maintaining multimillion dollar account revenues that support the growth goals of the company primarily through C-level, owner and key decision-maker relationships. Also direct resources, coordinate with peers and manage performance of teams to meet service levels, on-time commitments and project milestones. Highlights include:

- **Developed focused marketing targets in multiple metropolitan areas, increasing leads by more than 50%**
- **Quadrupled number of quality business relationships through targeted networking**

Challenged to grow quota from zero to one million. Hired to hunt, recruit, grow and maintain new enterprise-level clients with long-term annual revenues of \$550k+. First-year quota of \$750k and goal of one million. Focused attention on gaining warm intros through leads, networking, group presentations and referrals. Grew quota by 160% in first six months; on-boarded key clients with total revenue value of two million within first year.

DIRECTOR, CUSTOMER OPERATIONS (SALES/SERVICE) & STRATEGIC CONSULTANT

Bellhops, Chattanooga, TN

July 2016 – June 2018

VC-backed startup moving company utilizing tech-enabled logistics management

Key responsibilities included establishing all processes and organizational strategies, setting quarterly and annual target goals and KPIs that defined a highly efficient and effective customer-centric team. Highlights include:

- **Three direct reports, oversight of 35+ people (sales, customer care, and claims teams)**
- **Collaborating with operations, tech and marketing to set vision and policies for creating world-class customer service**
- **Re-envisioned sales team with stellar results; more than doubled average transaction**

Saved company more than \$300k. Company policies originally designed to engage the customer were causing unnecessary expenditures and lost revenue across multiple departments. Worked with team and department heads to create action plan to systematically rewrite customer sales, service and quality assurance policies and procedures. Changes saved company more than \$300k in unnecessary expenditures and eliminated \$450k in planned costs, while increasing the average sale by more than 50%.

MANAGER B2B SALES & OPERATIONS

United Parcel Service (UPS), Minneapolis, MN

November 2013 – December 2016

American multinational package delivery and supply chain management company

Worked in transportation, logistics, 3PL and B2B sales; corporate clients, working with franchises (UPS Stores), QA and operations. Highlights include:

- **Averaged 116%-124% of monthly goals**
- **Top one percent in operational service efficiency**
- **SLA fulfillment over 99.5%**

DIRECTOR, OPERATIONS/FRANCHISE DEVELOPMENT

The American Workshop, Burnsville, MN (*No longer in business*)

December 2012 – June 2013

Membership-driven organization that offered individualized instruction on work projects

The American Workshop was a place where members gained access to specialized tools and equipment, along with expert coaches for one-on-one instruction, or via group classes to learn how to complete projects. Oversaw all aspects of business and franchising, as well as business insight and strategy. Highlights include:

- **P&L, CRM, vision, sales strategy and all operations**
- **Identified growth issues, developed solutions, improved cash position by 20% in 60 days**
- **Refined pricing and sales systems, engaged new B2B clients**
- **Increased year-over-year revenues by 40%**

OWNER/FRANCHISEE/PRESIDENT

Two Men and a Truck of Minneapolis & St. Paul, MN

December 2003 – October 2012

Home and business relocation and packing service company

First-ever franchisee to simultaneously open and operate multi-site franchises in the same year. Managed two inside sales teams, supervised all operations and supervised 65 employees with six direct reports. Cultivated first year revenue of \$824k (\$150k is franchise average). First in MN to launch interstate national moves for Two Men and a Truck, tapping lucrative specialty market. Directed inside call center and outside sales, surpassing one million in annual revenues in less than 30 months. Highlights include:

- **Exceeded revenue projections an average of 155% from 2007-2012**
- **Achieved \$1.8M in revenues (top 10% of 230+ franchises)**
- **Proactively grew commercial business more than 120% franchise average**

Became Number One B2B moving franchise in North America. Company traditionally focused on B2C revenue. Saw unmet need in our market and crafted a strategy to target B2B opportunities across Minnesota. Hired key sales personnel, incorporated new marketing plan to attract opportunities. Focused on small to medium-sized businesses and offered flexible, custom solutions to their needs. Averaged 15% B2B revenues in first year and by year three was able to generate 29% of total revenue from B2B. Became number one (out of 240 locations) B2B franchise in North America and increased franchise's bottom line by more than 20% overall.

DISTRICT SALES MANAGER

Progress Software, Eden Prairie, MN

January 2000 – August 2003

Provides technology to develop and deploy business applications

Managed resource team, oversaw various projects, built and developed C-level relationships. Highlights include:

- **Handled VARs/vendors/partners of Fortune 500 accounts (including Anderson Windows, Young America, Cargill, General Mills and Hormel)**
- **Multi-year project management for client St Jude Medical. Met goals on time/on budget**
- **Produced millions in annual sales by meeting or exceeding quotas in three out of four years.**

Exceeded new revenue expectation in less than one year. Job was to target under performing and former clients in order to resurrect revenues and generate new business. Formulated plan to divide client list of 400 by possible revenue and long-term growth potential. Researched companies and markets in which they competed; developed individual value sales proposition for each. Efficiency planning helped generate new revenues and close large deals, including the largest six-figure inside sale the company had ever realized. Exceeded quota and was promoted to outside sales in 11 months. Promotion included management of inside sales team and project management administration.

CHANNEL MANAGER – BUSINESS & EDUCATION SALES

Gartner Group, Eden Prairie, MN

January 1996 – August 1999

Provides IT research and services

Started-up new sales channel in the western US for the post-secondary market. Highlights include:

- **Marketed and sold services to prospects west of the Mississippi river**
- **Developed marketing materials and trade show demonstrations**
- **Built relationships with business school deans and department chairs in order to facilitate sales opportunities**
- **Surpassed first year goals and ended up being spun-off into our own entity**

AWARDS • HONORS • SPECIAL RECOGNITION - BUSINESS

- **2011 Most B2B Revenue in Franchise System** – Given to the franchise with the most business to business revenue in the franchise system
- **2010 Million Dollar Club Award** – Given to a franchise that exceeds one million dollars in revenue in a calendar year
- **2008 Best Interstate Moving Company** (Two Men and a Truck) - JD Power Award for Best Interstate Transportation/Mover nationwide among all moving companies
- **2005 Best in Business – Quality of Life Award** (Two Men and a Truck) - Recognized the role businesses play in enhancing the region's quality of life. Winners are selected by a panel of representatives from the Twin Cities' business, public and non-profit sectors.
- **2004 National Newsmaker of the Year** (Two Men and a Truck) - Given to the franchisee with the most public media mentions in the market (radio, TV, print).

KEY SKILLS

Account Management / B2B / B2C / Best Practices / Budget Management / Business Development / Business Intelligence / Business Strategy / Claims / C-Level Relationship Management / Contracts / Corporate Giving / CRM / Cross-Functional Teams / Customer Relationship Management / Customer Service / Distribution Channels / e-Commerce / e-Marketing / Employee Development / Employee Incentives / Enterprise Solutions / Fleets / Forecasting & Modeling / Group Facilitation / Growth Strategies / HAZMAT / Kaizen / Key Account Management / Key Accounts / KPIs / Leadership / Logistics / Marketing Alliances / Market Penetration / Measurement & Tracking / Mentoring / Multisite Operations / P&L / Performance Measurement / Performance Metrics / Policies & Procedures / Presentations / Process Improvement / Product Launches / Public Speaking / Regulatory Compliance / Relationship Management / Resource Optimization / Retail Operations / RFPs / RFQs / SaaS / Sales / Sales Management / Social & New Media Marketing / Startups / Strategic Alliances / Strategic Growth Planning / Strategic Planning / Strategic Technology Roadmaps / Supply Chain / SWOT & Needs Analysis / Team Building / Team Leadership / Technology / Territory Management / Transportation / Vendor & Client Relations / Warehousing / Fitness / Basecamp / Brand / Field Support / Change Management / Presentation / Strategic Direction / Continuous Improvement / Reporting / Training / Develop Strategies / Fitness Programs / MS Office / Relationship Building / PACE / Analytical / Administration / Design / Educating / KPI / Problem Solving / Influence / Accountability / Decision Making / Collaborative / Coach / Franchise Business / Lifecycle / Coaching / Focus / User Experience / Technical / Digital Marketing / Client Management / Client Relationships / Consulting Experience / Program Management / Information Technology / Proposal Development / Sales Experience / Solution Sales / Technical Knowledge / Maintain Customer Relationships / SOW / Billing / Publications / Compass / Maintenance / Proposal / New Business Development / Passionate / Articulate / Oral Communication Skills / Collaborator / Confident