

MARKETING/SALES EXECUTIVE

Delivering novel product strategies that fuel sales and market share growth.

Incisive performer with expertise in data analysis, business process analysis, market segment mapping and statistical process development. Leadership record of results in strategic planning, new product development and global sales. Skilled relationship manager; adept at building loyal partnerships and alliances based on intense client focus, value-added solutions and trust. Poised communicator and presenter. Innovative and creative problem solver with a sense of urgency to capture emerging market opportunities. Top contributor with progressive experience and a passion for bottom-line results.

PROFESSIONAL EXPERIENCE

BIOMETRIC TECHNOLOGIES, Chicago, IL

1996-present

Director/Nutrition Products (2005-present)

Drive North American sales efforts for the sports nutrition and weight management segments generating over \$81 million in annual revenue. Direct planning, analysis, forecasting and budgeting functions. Partner with Executive Management Team to devise and implement short- and long-term business plans and strategic marketing/sales initiatives.

Cultivate alliances with senior leaders across business areas; research and consult on potential products for their target markets. Provide directional leadership in developing integrated marketing solutions. Negotiate contract terms and pricing.

Oversee call center with 25 inside sales associates.

- ▶ Engineered 224% revenue growth, from \$25 million to over \$81 million. Exceeded all budgets for volume, revenue and gross profit in the U.S., Canada and Mexico.
- ▶ Designed and implemented telesales program that increased sales 36%, first year.
- ▶ Play an integral role on Executive Management Team.
- ▶ Currently developing scalable, repeatable sales process and building an outside sales organization.

Strategic Account Manager/Nutrition Products (1996-2000)

Developed and deployed strategic marketing programs incorporating market research, market analysis, capabilities review and product promotions for North America, Europe and Australia.

Coordinated R&D activities to establish priorities and identify new products to capitalize on gaps in the marketplace. Arranged clinical trials. Marketed PRIMO® (isolated soy protein) to the consumer health and sports nutrition markets. Managed \$14 million account portfolio and three inside sales associates.

- ▶ Built sales from \$6 million to \$15 million over 4 years and achieved 2,500 ton volume gain by leveraging emerging health benefits of soy protein in health nutrition and functional foods.
- ▶ Employed the mass market, drug and health food distribution channels to maximize opportunities.

Significant prior experience in sales, client service and systems analysis in agribusiness and health care.

EDUCATION & TRAINING

MBA, University of Chicago

BS, Management Information Systems, University of Illinois–Carbondale

Tom Hopkins Sales Seminar • Dale Carnegie Course • Toastmasters International