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## Mihran Kalaydjian Professional Summary

- An innovative, results-oriented, leader qualified by more than 17 years of successful, business-to-business, consultative solutions sales, marketing, account/channel management and business development experience.
- Extensive “hands-on” digital marketing, sales training / enablement and project leadership.
- Proven track record of consistently exceeding sales goals.
- International experience selling to senior executives in both Fortune 500 and Small and Medium Business customers throughout North America.
- A creative thinker with strong analytical, strategic planning and problem solving skills.
- An enthusiastic, high-energy individual with a tenacious sales attitude.
- Exceptional customer service, interpersonal, time-management, organizational, communication and relationship building skills and solid ethics and integrity.

### Specific areas of expertise

- Hospitality Sales & Marketing
- New Business Development: International, Domestic & Regional
- Key Account, Channel & Relationship Management & Development, and Alliance Building
- Needs Assessment & Consultative Solution Selling
- Strategic Planning & Implementation: R&D, Business Development Campaigns and Innovative Marketing Strategies, Launching New Products/Entering New Markets
- Group Analytics and Deployment Analysis
- Leading & Facilitating Groups
- Personnel: New Hire Onboarding, Problem Resolution, Coaching, Motivating & Training Teams
- Communication: Creating and Delivering Presentations and Proposals
- Organizational/Administration: Project, Program, Time, Sales Cycle, & Change Management, Process Improvement, Outsourcing, Logistics, and Budget Administration
- Pipeline & Sales Cycle Management
- Account & Territory Management

### Achievements

- **Increased** revenues by 45% using direct consultative selling strategies.
- **Developed** new-hire training program for Contact Center Team and onsite Sales Consultants.
- **Managed** Contact Center, improving appointment conversions by 84% through staff training.
- **Improved** revenue generated from Contact Center through daily monitoring, coaching and training.
- **Exceeded** sales goals eleven straight months through collaboration with Regional Leadership team.