

## DOUGLAS T. LEHMAN

Atlanta, GA  
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### PROFESSIONAL SUMMARY

*A proactive sales and marketing leader that's worked for IBM, Sun Microsystems, The Coca-Cola Company, Microsoft Dynamics, Cisco effectively closing sales and marketing opportunities to enterprise B2B accounts, SMB and the consumer market across multiple industries. Passionate about customer engagement training, account development, social selling and visual marketing.*

### AREAS OF EXPERTISE

- Business Development
- Product Marketing
- Account Management
- Service Training
- Direct Sales Training
- Value Added Reseller
- Social Selling Social Media
- Digital Media - Podcasting
- Account Executive
- Video Marketing Specialist
- Online Training Webinars
- Video Sales Coaching

### PROFESSIONAL EXPERIENCE

**Social Centered Selling** – Sales Media Specialist - Atlanta, GA **2013 - Present**

Sales Training Video Audio Producer for over 100 plus Episodes Web Series, Webinars, Video eBooks

- Selected by Top Sales World Magazine as a Featured Contributor 2014-2017 Sales Video Blogger
- Producer for The Razor's Edge Sales Podcast, Podcast Producer for Top Sales World Magazine

**Lehman's Terms** – Sales Video Marketing Consultant – Atlanta, GA **2010 - Present**

**Business Development** - Sole Proprietorship, Video Production Services – Sales Promotion

- Video Event Spotlights, Event Video Testimonial Projects, Company Video Bios, Sales Video Coach
- Launched Video Blog Website [www.DougLehman.com](http://www.DougLehman.com) Video Trainer Speaker Social Selling Video
- February 2011 Making a first impression in business Video Contest Winner
- McGraw-Hill Business Book Review Insider Video Talk Host The Beat Drops Radio.Com
- Developed Sales Training and Product Demonstration Videos for 100 Sales and Manufacturer Representatives for Maximum Resources Inc. positioning content to major retailers, Home Depot, Wal-Mart, Lowes, True Value and Amazon.COM 2012-2013 – Product Marketing

**Cisco Systems Inc. – Marketstar** Atlanta, GA **2008 - 2009**

**Account Manager, Cisco Inside Sales Program Commercial South**

Direct sales and lead generation for Cisco registered channel partners and Cisco SMB accounts

- Delivered weekly sales presentations using WebEx video conferencing for online meetings

**Sun Microsystems** – Atlanta, GA **2003 - 2007**

**Base Sales Representative, StorageTek Southeast Region commercial accounts**

Sold and renewed maintenance support contracts, warranty conversions and new service offerings.

Managed account base datacenter inventories and components of information life cycle management.

Exceeded a sales quota of \$18 Million in revenue per year.

- Met and exceeded renewal cycle time incentive bonus each quarter 2004-2007
- Expanded contract renewal base providing incremental revenue gain through managed services
- Earned 105% sales revenue quota for first, second and third quarters of 2005-2006
- Received 2004 Standing Ovation Award from Georgia Field Service Manager
- Received 2005 Recognition Award from Eastern Region Sales Manager for additional contract support for StorageTek Distributor Channels and Accounts Receivable Organizations.

**The Home Depot** - Store Support Center -- Atlanta, GA **2002-2003**  
*Temporary Contract Employee, Credit Marketing Services Division*  
Document file manager responsible for filing audits and credit evaluation files.

**IBM Corporation** – Smyrna, GA **2000-2002**

***Large Enterprise Direct (LED) Sales Specialist***

Sold desktop computers, laptops and servers to Large Enterprise Accounts. Served as a primary point of contact for customers providing technical knowledge and quote requests. Managed the account process from business partner to direct, sales quota of \$32 Million revenue per year.

- Managed product rollouts, up-sells and cross-sells into accounts with IT Managers Client Teams.
- Audited and updated IBM Enterprise Customers' web sites daily for procurement marketing information.
- Earned 120% of sales quota for 2001. Successfully completed 12 weeks of IBM sales training.
- Received IBM Business Unit Executive Award (BUE Award) for Fleet National Bank Win Back.
- Managed the highest web ordering revenue account in all of (LED) out of 60 Account Managers, for first and second quarters: achieved web order revenue of \$7 Million, IBM Direct Websites

**Momentum Worldwide** - Atlanta, GA **1999-2000**

***Field Staff Trainer/Assistant Account Executive, Frozen Coca-Cola Brands***

- Selected as point of purchase program trainer for nationwide installations of Burger King Restaurants.
- Successfully trained 15 new hire employees in eight markets. Executed promotional set-up in 25 markets.

**EDUCATION**

**Master of Arts, Sports Administration** – Kent State University - Kent, OH

**Bachelors of Business Administration, Marketing** – Western Michigan University - Kalamazoo, MI

**RELATED EXPERIENCE**

- The Coca-Cola Company – Consumer Affairs and Worldwide Sports Divisions
- Youngstown State University and Kent State University Sports Information – Athletic Marketing
- Sponsorships Sales, Event Management, Online Marketing, Brand Ambassador, Media Relations

**TECHNICAL SKILLS**

Microsoft Office Applications, Excel, Word, Video Editing, Salesforce.com, LinkedIn Training, Twitter, YouTube Training, WordPress, Video Training, Voice-Overs, WebEX, GoToMeeting Webinars, Podcasting Productions

**PROFESSIONAL ORGANIZATIONS**

WMU Alumni Association.	American Marketing Association	Atlanta Bloggers Community
Sales Experts Channel	Social Media Club Atlanta	Right Management Alumni
Atlanta ATIVMA	Tops Sales World Contributor	Camp Dream Foundation

**Visual CV Resume** [www.visualcv.com/douglaslehman](http://www.visualcv.com/douglaslehman)