

DOUGLAS T. LEHMAN

Atlanta, GA

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PROFESSIONAL SUMMARY

An innovative proven sales leader with high business acumen for presenting directly to today's modern buyer via social media, video marketing and direct selling making an immediate impact on sales revenue. Extensive sales media production experience combined with expertise in closing sales with enterprise B2B accounts, SMB and the consumer market across multiple industries. I thrive on challenges that produce a positive customer experience and retention while achieving sales results

AREAS OF EXPERTISE

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

PROFESSIONAL EXPERIENCE

Lehman's Terms – Sales Media Consultant and Content Producer – Atlanta, GA **2010 – Present**

Provider of Content Marketing Video and Audio Production Services, Media Interviews Company Profiles, Events, Sales & Service Training. Select client's projects included:

- **Performance Solutions By Design** – Produced over 60 Service Training content videos for hospitality and guest services industries, web series, Customer Experience Marketing **2016 – Present**
- **Outbound Sales Conference Atlanta, GA** – Digital Correspondent – Video Host **2016 – Present**
Produced 75+ Video Interviews for Sales Keynote Speakers, Sponsors, Conference Attendees
- **Social Centered Selling** – Sales Media Specialist – Producer of 100+ episodes, podcasts, video series for Top Sales World Magazine, Sales Training webinar content.
- **Maximum Resources Inc. – Liberty Garden Products** - Developed Sales Training and Product Demonstration Videos for 100 Manufacturer Representatives positioning services to major retailer buyers like Home Depot, Wal-Mart, Lowes, True Value and Amazon.com, **2012-2013**

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

- Facilitated and created 10 Customized WebEx video conferencing presentations each week.

Sun Microsystems – Atlanta, GA – Services Sales Executive **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 2005-200
- Received 2004 Standing Ovation Award from Georgia Field Service Manager, Received 2005 Recognition Award from Eastern Region Sales Manager for additional contract channel support.

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

RELATED EXPERIENCE

- Media Server – Delaware North Sportservice - Atlanta Braves Press Box 2017-2019
- Sales Specialist – Sony – ActionLink Seasonal Sales Trainer Sony Home Theater Division 2018
- The Coca-Cola Company – Consumer Affairs and Worldwide Sports Divisions
- Equifax Credit Services – Specialized Business Sales, SkyTel Wireless Communications Sales
- 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

America Marketing Association	Sales Experts Channel
Social Media Club Atlanta	Atlanta Bloggers Community
Atlanta ATIVMA	Camp Dream Foundation
Top Sales World Contributor	WMU Alumni Association

Visual CV Resume www.visualcv.com/douglaslehman