

## **VICE PRESIDENT – SALES/BUSINESS DEVELOPMENT/ CALL CENTER**

*Expertise in management of strategic solution sales to businesses across multiple industries.  
Improving bottom line results through superior sales leadership and business development.*

**Sales Management / Sales Training / Strategic Planning / Recruiting / Business Development  
Telemarketing / CRM / Market Analysis / P&L / Startups / Turnarounds / B2B & B2C  
New Product & Service Rollouts / Contract Negotiations / Marketing**

Directed hiring, sales, marketing, and operations for startups, call centers, and small and large companies (**IKON Document Services**) across industries such as legal support, technology sales, finance, recruiting, and consulting. Outperformed every sales and profit budget, driving consistent, goal-surpassing, record-breaking and award-winning results in sales, profits, customer service, training, and best practices.

- **Improving sales models and procedures to maximize sales force productivity**
- **Coaching, training and motivating teams to achieve subject matter expertise and meet or exceed quotas**
- **Leveraging relationships with key customers and opinion leaders to achieve organization's growth objectives**
- **Interpreting market data to generate timely and accurate sales reports and forecasts**

**Key Skills:** Decisive, action-oriented management style. Highly competitive and driven to succeed. Hunter mentality. Analyze situations rapidly, performs against tight deadlines and meets demanding objectives. Strong theoretical grounding. Well respected as tactician and strategic thinker, with commanding knowledge of key markets.

**BA**, University of Northern Colorado. **Awards:** "Captain's Award" for outstanding leadership. "Sales Mgr. of the Year" twice. "Innovator's Award", "Top Gun Award" (#1 out of 120). **Training:** Xerox School of Business: "Selling to VITO". "Applied Concepts Management Training". "Advanced Track Record and Behavioral Interviewing: Sales & Sales Mgt. Professionals".

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### *SELECTED ACHIEVEMENTS*

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**Drove revenue of New York start-up from 0 to \$2M in year one, to \$6.6M in year two for IKON.** Divided Manhattan into five strategically segmented locations and *staffed* them, which led to this single market out producing company's entire 40 total branch markets. *Attained profitability* within first 120 days (most successful opening in Company's history).

**Turned around Philadelphia and Delaware markets, ranking one branch as #1 for profit increase, and boosting profits of the other 334% for IKON.** Tasked to turn around highly visible but underperforming branches. Re-staffed, retrained, rebranded, and created new market strategies which enhanced sales profits from previous year's performance, and boosted staff morale.

**Delivered 25% sales growth annually for IKON by creating national training programs.** Developed and implemented national training programs for Account Managers and Sales Managers, which improved prospecting, territory management, phone skills, strategic selling, closing and relationship management skills.

**Surpassed sales goals, performing in top 2% of entire firm, awarded managing partner status in eight months at ACT.** Outperformed all metrics and sales goals. Managed and led staff of senior consultants to meet assigned budgets. Earned one of nine partnerships awarded out of staff of 150.

**Increased sales 188% in six-month period with new systems, processes and programs for Lavinski, culminating in profitable sale of company.** Reengineered company-wide training, improving recruiting, phone skills, sales presentation, negotiation and closing skills. Developed best practices initiatives for nationwide implementation. Increased net income 53%.

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**CAREER HISTORY**

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**Senior Managing Partner**

Advanced Career Technologies (ACT)

(Executive personal marketing employment and consulting firm), 2007 to present.

Recruited as Senior Consultant, promoted within eight months to Senior Managing Partner. Oversee \$7.6M+ in B2C, by personally marketing C-Level executives to better career opportunities.

- Recognized as #1 out of 100+ senior consultants, winning every (five) Top Producer and Activity awards.
- Awarded #1 team out of ten for highest sales activity levels.

**CEO**

Encore Lending, LLC

(Mortgage banking, real estate and title firm), 2004 to 2007.

Directed sales, marketing, and operation efforts. Created training programs for Realtors, mortgage professionals and title agents.

- Developed competitive advantage by implementing RESPA-compliant, "one-stop shop" model of mortgage, real estate and title, saving consumer money in each transaction.
- Created and delivered company-wide Loan Officer Training Program from scratch including prospect targeting, territory management, effective phone skills, questioning techniques, overcoming objection tactics, closing techniques and value proposition components.
- Drove revenue from \$0 to an average of \$4M / month.
- Produced and carried out training programs for Real Estate Firms leading to onsite lending partnerships.
- Successfully executed company exit strategy by being first company purchased by Vanguard Mortgage (a nationwide mortgage rollout).

**Vice President Sales**

Copy Corps, Houston, TX

(Nationwide IT Litigation Support Services), 2001 to 2004.

Responsible for the sales, marketing, management training, and strategic market planning for a \$20M litigation support firm. Sold and implemented hardware and software technology solutions for document imaging, coding, electronic data discovery, and web based document repository solutions. Developed and implemented a national training program for all account managers and sales managers which improved prospecting, territory management, phone skills, strategic selling, closing, and relationship management skills.

- Delivered over 25% revenue growth year over year.

**Managing Partner**

Lavinski Allan & Assoc. Ltd., Houston, TX

(\$6M consulting / executive search firm), 1999 to 2001. Company sold.

Recruited as Senior Operating Executive to lead aggressive growth initiative for operation. Given full P&L, sales and operating management responsibility for a \$6M consulting and executive search organization with 19 employees.

- Developed, planned and launched new systems, processes and programs to increase revenue and profit growth.
- Reengineered company-wide training program to improve recruiting, phone skills, sales presentation, negotiation and closing skills.
- Developed best practices initiatives for nationwide implementation.
- Delivered over \$3.2M in annual sales revenues within first six months of FY2000 (FY1999 annual revenue was \$3.4M), with annual projections of \$6.8M+.
- Achieved \$2.3M revenue increase within first two quarters of FY2000 (over FY1999 first two quarters).
- Drove net income budget to \$332K within first six months of FY2000 (Total annual budget: \$434K).

**Vice President, Sales and Marketing**

LIT GROUP, INC., Houston, Texas

Information Technology Support Company, 1998-1999.

Held P&L responsibility and strategically planned sales, marketing and business development activities for major expansion effort. Directed and empowered team of seven sales directors and management consultants providing imaging, coding, web-based repository and consulting services nationwide.

- Delivered 25% increase in sales revenues in less than one year.

**IKON Document Services**

(Global IT Litigation Support Services), Houston, Texas - 1993 to 1998.

Sold complete document solutions to legal and governmental clients to manage and administer intense and sensitive document management needs for litigation support. Solutions included photo copying, document imaging, coding, electronic data discovery, and web-based document repository solutions.

Developed and implemented national training program for account managers and sales managers which focused on improved prospecting, territory management, phone sales, strategic selling, closing, and relationship management skills. Delivered 25% increase in North American sales annually for IKON.

**▪ Regional Sales Director**

West Coast and Central regions

Defined annual marketing and revenue goals, developed sales plans and marketing strategies to penetrate new market areas and create/facilitate customized sales management training and development programs. Developed and launched national sales "Best Practices" program that included market and sales analysis techniques, training, prospect tracking and follow-up processes that were adopted company-wide. Responsible for 20 sales managers and 200-person sales and support team generating \$110M annual revenues.

- Led West and Central regions through period of sustained growth and expansion, delivering 24% and 20% annual revenue growth respectively.
- Voted to receive "Value Added Service Award" twice during 1997 out of 1000+ employees.
- Ranked as "#1 Revenue Producing Region" in the company through July 1998 (\$46.9M).

**▪ General Manager/Managing Partner**

Philadelphia and Wilmington, DE markets

Assigned to turn around these under-performing markets which were damaging company-wide reputation. Assumed full P&L and general management responsibility and led an aggressive recruiting, training/retraining effort, created and implemented new business plans, and streamlined operational efficiencies. Managed 50-person management and administrative support team.

- Increased Delaware market profits by 342% and Pennsylvania by 334%.
- Wilmington market was recognized as the #1 location for profit increases over FY1995 (342%).
- Drove Philadelphia profit growth up 334% over FY1995. Positioned Philadelphia location within the Top 10% for sales increase over FY1995.

**▪ Sales Manager/Associate Managing Partner**

New York market

Promoted to execute and direct the start-up operation of highly competitive New York location. Assumed the P&L responsibility, strategic planning, development, marketing, staffing, budgeting and operating leadership for a 70-person sales, marketing and service organization.

- Drove sales revenues from a \$0 base to \$2M in 1994 and \$6.6M in 1995. Attained profitability within the first 120 days (most successful opening in Company's history).
- Bestowed prestigious "Captain's Award" for exemplifying outstanding leadership, high achievement, and morale.
- Named "Sales Manager of the Year" for two years consecutively out of 200 sales managers.
- Hired and trained start up Team (10) from diverse backgrounds that became #1 producers for entire company. All were later promoted into management roles for New York marketplace.

**▪ Sales Manager / Account Manager**

Denver market

Hired, trained and empowered sales and service team of 12. Promoted team selling, created local marketing programs and led sales skill training and development to gain competitive edge.

- Increased monthly sales in less than one year to all time high (45% over FY1993).
- Received "Top Gun Award" (#1 out of 120) and "Night Rider Award" for outstanding customer support.
- Received "Innovator's Award" and "Sales Manager of the Year Award"; nominated for "Captain's Award".
- Received "Grand Slam Award" 10 out of 14 months (\$100K+ monthly).