

Resume 856

Sr. BUSINESS DEVELOPMENT EXECUTIVE

SaaS | Client Satisfaction | Account Management | Channel Sales Management | Cybersecurity | Health Insurance

Success-driven and award-winning manager with over 15 years' experience driving substantial revenue growth, accomplishing sales targets, and leveraging business development opportunities in high-profile organizations. Track record of success in developing sales pipelines, cultivating positive relationships with customers, and discovering lucrative business initiatives. Demonstrated proficiency in delivering best-in-breed solutions to customers, growing accounts, and maintaining documentation and information. Supportive leader and resourceful team builder with robust skills in developing a culture of teamwork, objectives realization, and performing well under the complex situation. Target-oriented individual with expertise in continuously assessing problem areas and offering recommendations to maximize efficiency and productivity.

— Areas of Key Emphasis —

- Sales Operations Management
- Business Development & Growth
- Revenue & Profit Optimization
- Training & Development
- Account Management
- Customer Relationship Management
- Complex Sales Cycles
- Consultative Sales
- Negotiation & Closing
- Client Retention
- B2B Sales & End User Training
- Records Management

Championed sales of Cloud & Managed Services to reseller markets and direct customers, a leader of successful channel business model strategy and operations.

Accomplished seven-figure revenue and profit margins, presented, and sold to multiple audiences from C-level to technical stakeholders with a global presence.

PROFESSIONAL EXPERIENCE

Strategic Partner Manager | ngena, Miami, FL 2022– Present

Promote and raise market recognition for ngena's innovative cloud-based SD-WAN as-a-Service connectivity platform. Expand the US market for this start-up company by establishing strategic partnerships, selling to enterprise customers, and building demand for ngena's managed services portfolio. *Key Accomplishments:*

- Grow partners base by signing 15 partners within 6 months
- Expanded existing customer base by introducing ngena platform to enterprise end users globally.
- Increased company revenue by \$4m with strategic partnerships.

Channel Sales Manager | Datto, Norwalk, Connecticut 2020 – 2022

Boosted revenue growth and customer satisfaction with channel partners by executing account development plans and comprehending partners' goals. Created lucrative opportunities and generate leads through trade shows and events; developed new prospects/opportunities by attending successful ad-hoc sales campaigns and programs. Leverage CRM while ensuring documentation of activities, forecast opportunities accurately, and communicating adequate information about the prospect. Stay abreast of market conditions and competitive activities. *Key Accomplishments:*

- Key member of focus group for 2, large, revenue producing, SaaS customers; cultivating positive relationships with new and existing channel partners / resellers.
- Expanded existing customer base by introducing world-class products into base of existing clients and reaching out to end-user customers.

Manager, Channel & Professional Services | Technology Recovery Group, West Lake OH 2018 – 2020

Ensured seamless onsite installation and deployment of projects ranging from retail to warehouse planning by screening and developing relationships with professional service organizations. Met POS/ Store equipment requirements by rendering end-to-end hardware managed services, including new/ refurbished hardware, payment solutions, staging, kitting, deploying, installation services, repair services, spare management programs, and reclamations / destructions. *Key Accomplishments:*

- Streamlined technology flow by delivering cost-cutting solutions. Sold TRG services as white-labeled services by driving channel revenue and delivering extensions for resellers.
- Closed high margin deals and formulated target lists and pipeline; liaised with project management team while maintaining schedules and adhering to installation procedures.

Business Development Executive | Ingram Micro, Williamsville NY 2016 – 2018

Facilitated large-scale installation and deployment services targeting resellers and OEM vendors by driving business in a critical piece of the Professional Services portfolio. Attained optimal outcomes by instructing Sales Reps, Resellers, and Vendors on expertise. Increased revenue collaborating with business intelligence data and Sales Executives to drive prospects with a high propensity for services due to high-profit margin. *Key Accomplishments:*

- Ensured integration of \$5M in products and services; leveraged large value implementation opportunities in the vendor community.
- Boosted high revenue, profit, and understanding of skills by overseeing customers, vendors, and all sales divisions.

Sales Manager (Data Capture Point of Sale) | Ingram Micro, Williamsville NY 2013 – 2016

Propelled sales and operational excellence initiatives by formulating best-in-class practices while recruiting and leading a staff of sales associates. Oversaw capture of \$386M in revenue, negotiated higher profit margins at 8%, despite industry standard. Accomplished revenue and profit objectives by maintaining alignment of metrics with organizational objectives and ensuring exceptional customer experience. Maintained proper functioning of systems, processes, and tools in coordination with other divisional leaders. *Key Accomplishment:*

- Directed operations for cross function Market Development Teams with representatives for 15 vendors, managed total of 30 people—responsible for compensation and hiring activities as well as performance metrics.
- Developed and designed innovative, offsite, and internal marketing campaigns to increase client engagement with POS systems and new business development:
 - Customized hands experience at trade events; created hospital scenarios, along with candy store and bakery demos with thousands of attendees.
 - Created a specialized Dodgeball Event for client and connected customers, with approximately 85 attendees.

Senior Account Executive | NetEnrich, Williamsville NY 2011 – 2013

Determined and leveraged large client relationships and led sales cycles by rendering services to established MSPs and developing VARs in the MSP markets. Prepared internal and external presentations and delivered training for internal and external audiences. Provided hands-on sales training and understanding to staff members on service industry-relevant knowledge and vendor service offering sales strategies. Oversaw accounts and lead sources by leveraging Salesforce.com; assessed reports, prioritized sales efforts, led monthly and quarterly division pipelines, and conducted detailed advanced sales forecasting. *Key Accomplishments:*

- Expended overall NetEnrich Services Channel goals by implementing vendor initiatives, including senior level Ingram Micro participants, strategic business divisions, and marketing and credit resources.

Senior Business Development Manager | Ingram Micro, Williamsville NY 2006 – 2011

Delivered top-level services and solutions by managing long-term sale cycles, securing approximately \$4M in revenue, ¾ of the teams' success. Administered proposal responses for complex sales opportunities requiring multiple parties. Conducted detailed assessments on project implementation timelines. Streamlined sales opportunities, including pricing, the total cost of ownership, and return on investment analysis by maintaining documentation with high-level accuracy. Coordinated with core sales team and services sales team while overseeing account development plans for each client and devising territory plans, forecasts, and goals. *Key Accomplishments:*

- Introduced the vision and operational workflow for new division, secured and educated portfolio of channel partners starting from zero.
 - Trained upwards of 50 national staff to ensure knowledge transfer and cohesion of sales processes.
 - Key point of contact for national presentations and speaking engagements.

Health Insurance Experience – Blue Cross Blue Shield of Florida (Florida Blue), Blue Cross Blue Shield of Western NY, Fidelis Health Care – Licensed in Two States:

Mid-Market Account Executive – Large Group New | BCBSFL (now Florida Blue), Miami FL 2004– 2006

Recruited to Miami, FL a national company focusing on selling health, dental, life and all ancillary products and services to the South Florida market by relationships within the broker community. Responsibilities are all encompassing managing the Agent/Broker community through the BCBSFL sales process to achieve sales. Collateral material, lead generation, proposal and rating, influence RFP's, losing/acquisition, objection handling, enrollment implementation, channel knowledge and integration. Manage and lead agents to obtain sales by product knowledge. Created commitment to BCBSFL by moving Agents to higher level therefore increasing their earnings. Managed the Agent through the sales process to achieve sales. Extensive knowledge of policies and procedures to effectively manage and coordinate assigned agency sales and service personnel. And proper functioning of systems, processes, and tools in coordination with other divisional leaders. *Key Accomplishment:*

- Excellent communication and presentation skills in preparing and presenting insurance options to clients. Ability to present options and explain policy details and address customer inquiries or concerns. Received award for best presentation on new product as new sales account executive function Market Development
- Eligible for statewide bonus by reaching more than 50% of quarterly goal.
- Managed one of top brokers in South Florida – Sapoznik Insurance now World Associates LLC
- Created solid relationships with Brokers/Agents and brought in new business.
- Problem-Solving and analytical abilities to work with complex insurance scenarios, assess client needs and provide cost effective solutions for the selected group based on needs.
- Assisted Agents in breaking their point barrier to achieve additional commissions and incentives.
- Reached 50% of goal within first quarter of year.
- Effectively collaborate in team environment in working with underwriters, adjusters, member services to deliver comprehensive insurance solutions.
- Ability to deliver commitment to exceptional customer service in meeting client needs and member requests for client satisfaction.

Mid-Market Account Executive – Large Group New | BCBSFL Western NY , Buffalo NY

2002– 2004

Hired initially as a small group inside representative, promoted after 2 months to a large group field Account Executive position. Maintained regular contact with enrolled accounts dealing with 50% brokers and 50% direct business leaders. Consultative seller to brokers and business to business by advising and persuading accounts to maintain and continue business with BCBSWNY even though competitors were fierce with plan design and price. Grew profitable membership consistent with corporate objectives.

- Demonstrated consistent growth and success by saving several accounts by creating and maintaining relationships and going above and beyond with said brokers and direct businesses.
- Grew book of business over 39% within 6-month timeframe and overachieved on commissions.
- Upon demonstrating success within a short period of time was promoted and licensed within two months.
- Frequently participated in community events: Buffalo Bills Kids Day, training camp, health fairs and United Way events.
- Trained new sales reps and assisted them with presentation and negotiating skills based on the success achieved in a short time.
- Excellent communication and presentation skills. The ability to negotiate and promote members to choose the blues over the fierce competitors within geographic area.
- Awarded “new top seller” award in 2003.

EDUCATION

Business Administration Coursework | Niagara County Community College Starpoint Central

Awards

2011 Channel Review Magazine – *Top 100 “People you don’t know but should”*
Ingram Micro President’s Club (2008, 2009, 2010)