

---

## Sales & Business Development Leader

*25+ years' experience driving business-to-business sales and customer success*

---

Hands-on leader with a wealth of experience building, coaching and mentoring highly-effective inside and outside sales and customer care teams. Expert collaboration and problem-solving skills to overcome roadblocks and develop key partnerships and fresh solutions. Active listener able to gather client requests and technical specifications and translate those ideas into tangible products and solutions.

### Areas of Expertise

- New Business Development
- Sales Strategy
- Strategic Planning & Implementation
- Metrics, Data & Analytics
- Client Services
- B2B Sales
- Client Relationships
- Project Management
- Sales Management
- Revenue Generation
- Sales Operations
- Key Account Management
- Digital Solutions
- Motivational Leadership
- Product Marketing
- Training & Development
- Software

---

## Professional Experience

---

PennWell Corporation, Nashua, New Hampshire

### **Director - Structured Data, 2010 - 2017**

Championed project development and launch of newly- formed SaaS Business Unit. Recruited, trained and led a talented team of seven specialists to develop, deploy and deliver customer solutions. Collaborated with a cross-functional team of internal departments that included marketing, sales, support, web development, analytics, and executive leadership. Acted as a voice for the customer and advocated for new products/services based on client input, market intelligence and research.

- ◆ Provided excellent pre/post-care services to prospects and customers to ensure their staff was properly trained and armed with the skills to succeed.
- ◆ Forged strong relationships with internal and external clients based on honesty, trust, and transparent communication.

### **National Sales Manager - Lightwave, 2009 – 2010**

Cultivated relationships to expand customer portfolios utilizing both traditional and new media products. Accelerated key account growth to represent 70% of the brand's customer base.

### **Director Business Development - Digital Media, 2008 - 2009**

Planned, coordinated, and executed digital media budgets, business plans and sales strategies for executive management and business unit managers. Developed sales tools and provided ongoing training and support for 14 media brands. Increased group sales by 23%.

*continued...*

**Sales Manager - Digital Media, 2006 - 2008**

Developed and administered training and support tools for the print sales team promotion of new digital media solutions. Engaged customers in hands-on demonstrations that highlighted the benefit of digital solutions.

- ♦ Launched the new digital media strategy throughout the company. Realized a record-level sales increase of nearly 45% over the previous year.
- ♦ Constructed comprehensive training courses that directly engaged the sales teams. Improved engagement and expertise using hands-on exercises with their newly adopted technology.

MSP Communications, Minneapolis, Minnesota

**Sales Director - oemagazine, SPIE Newsroom, SPIE Professional, 2003 - 2006**

Spearheaded the sales and marketing planning, activities, and projects for a non-profit technical society membership publication.

- Handled all prospecting, presentations, and closing of new business while cross-selling print, digital media, industry events and trade show sponsorships to existing customers.
- Exponentially grew the advertiser base, far exceeding all sales goals and objectives set by senior leadership. Recorded a 40% improvement in annual revenue.

PennWell Corporation, Nashua, New Hampshire

**Regional Sales Manager – Laser Focus World Magazine**

**Sales Director – Computer Design Magazine**

**National Accounts Manager – Computer Design Magazine**

**Strategic Account Sales Manager – Computer Design Magazine**

**Strategic Account Representative – Computer Design Magazine**

**Direct Marketing Representative – Computer Design Magazine**

**Production Assistant – Computer Design Magazine**

## Education

---

**Bachelor of Science in Communications/Media**

*Fitchburg State College, Fitchburg, Massachusetts*