

# WE Member #1

## BUSINESS TRANSFORMATION LEADER

LEADERSHIP & VISION | EXECUTIVE DECISION MAKING | SALES ENABLEMENT | PROGRAM MANAGER

### EXECUTIVE SUMMARY

Results-driven professional with over 15 years of diverse experience spanning the electronics, service, publishing, and luxury goods industries. Recognized for expertise driving complex projects to optimize the customer experience (CX). Key strengths include aligning initiatives to meet program goals by fostering collaboration, ensuring stakeholder engagement, and risk management. International experience supporting programs, business development and improvement initiatives.

### CORE COMPETENCIES

- |   |  |
|---|--|
| -New Business / Capture Strategy & Solutioning                              | -C-Level Strategic Initiatives & Reporting         |
| -Building & Managing the CX (Customer Experience)                           | -Industry & Vertical Research                      |
| -Performance Management   | -Data Driven Analysis & Improvement                |
| -Budgeting & Forecasting  | -IT Project Management                             |
| -Contract & RFP Management  | -Change Management & Organizational Transformation |
| -Establishing & Managing Cross Functional Relationships to Achieve Outcomes |  |

### IMMEDIATE VALUE OFFERED

- ✓ Developed winning sales strategy for the nation's largest commercial landscaping corporation. Analyzed key target markets, developed account strategies, and coordinated with operations Result: Grew \$32MM National Account Portfolio by \$10.8M in four years.
- ✓ Initiated and led implementation of a Digital Experience Platform to digitize cataloging of product specifications to improve BI (business intelligence) and enable customers to access information directly. Result: Improved CX and increased revenue by approximately 25% in 2 years.
- ✓ Spearheaded establishment of nation-wide knowledge base to streamline and standardize access to B&P and operational information, improving RFP response time and project estimates. Result: Improved productivity resulting in \$150K savings.
- ✓ Stood up the national sales and marketing department for one of the largest service companies in the US, resulting in growth of existing accounts and expansion into new markets and verticals.
- ✓ Seasoned Public Speaker: Electronic Components Industry Association, Women in Electronics, Building Owners and Managers Association, Commercial Real Estate for Women, Institute of Real Estate Management, The Rotary Club of Frederick conferences and more.
- ✓ Grew revenue for national landscaping company by 33%.

## PROFESSIONAL WORK HISTORY

*February 2022 – November 2023*

### **Channel Sales Manager**

Leadership team member responsible for change management to obtain more market share for a global player in the enclosures and industrial components segments.

- Managed cross functional global relationships through influence and relationship building to achieve results in multiple profitable strategic initiatives.
- Developed and implemented a national marketing campaign to improve brand awareness resulting in increased click through and conversion rates, and average order value.
- Performed competitive pricing analysis and established a formalized pricing strategy and policy where none had previously existed.
- Assisted in the creation and launch of a Digital Experience Platform consisting of a set of core technologies that support the composition, management, delivery, and accurate product representation. The tool was designed to boost customer engagement and accelerate time to market.
- Spearheaded plan to establish new channel partnerships resulting in the acquisition of two new Tier 1 Partners. Grew the channel sales revenue by \$250,000.

*October 2014 – February 2022*

### **Director of National Accounts/Business Development Manager**

Served as a Director following the spin-off from ServiceMaster. Led the company into the next phase of branding, culture, and growth during the restructuring.

- Strategized and negotiated with both branch and subcontractor associates on proposal responses as the National Accounts Department leader.
- Oversaw initiative to improve client satisfaction throughout the Mid-Atlantic. Captured 25% in revenue growth.

*January 2010-January 2024*

### **National Accounts and Business Intelligence Manager**

Established and implemented operational strategies for the National Accounts Department that consisted of an 11-person cross-functional team who supported 120 branches in efforts to retain and grow market share.

- Delivered 34% growth while improving account retention by more than 50%.
- Improved contract negotiations and deal structuring with strategic accounts by working with C-level executives, divisional leads, and SME's.
- Supported and executed strategic planning including market and vertical segment analysis, penetration plans and related services positioning.

## ADDITIONAL WORK HISTORY

- ☐ Business Sales Executive
- ☐ Media Sales Consultant
- ☐ Sales Manager

## EDUCATION

B.S. Business Administration, Le Moyne College, Syracuse, NY