

PROFILE:

Dynamic results-oriented Director and Vice President of Sales with demonstrated success within the Fortune 2000. Over the past 20+ years I have had the ability to be involved in all aspects of business including Sales, Management, Start-Ups, SaaS, New Business Development, Change Management, Marketing, expanding market share, Strategic Planning, Client Solutions, Account Management and full P&L responsibilities. This has helped me become an effective leader and collaborator that is very goal-oriented, and success driven, committed to the highest level of performance. An enthusiastic team player and leader with a strong foundation that can implement any and all corporate objectives.

PROFESSIONAL EXPERIENCE:

MarketResearch.com, Inc., New York, New York

2000 to Present

Vice President and General Manager of Sales

- Manage three sales offices within the United States and one in Europe which include 28 account executives and three managers (Customer Service, Client Service and Key Accounts Managers)
- Part of Senior Management team involved in the due diligence / acquisition of major competitors – Freedonia, MindBranch, Simba and Profound
- Collaborated on overall business development strategy and implemented planning
- Part of Senior Management staff that grew overall corporate sales to \$38 million
- Developed and implemented sales strategies consistent with corporate objectives
- Part of the Executive team that developed our new SaaS platform (Knowledge Center). Went from 0 – 125 new committed accounts within 18 months. Average order \$27,500.
- Created a high functioning sales team with little turnover
- Negotiated one of the largest 3yr deals to BCG, worth \$1.2 million

Vice President of Sales and Global Customer Service

- Developed a high performing customer service team that was recognized by Live Chat as one of the best in the industry
- Launched new training programs
- Developed Comp plans and Strategy for the customer service team
- Re-organized the sales team into Vertical / Product Specialists
- Responsible for hiring, training, managing, and evaluating sales team
- Innovated and implemented revenue growth programs, specifically identifying new customers and markets
- Received Outstanding Leadership Award in 2011 & 2012

Vice President of Sales

- Tripled revenue growth from \$600,000 per month to \$1.8 Million. \$21 M per year
- Increased conversion from 21% to 25% while increasing the average order size from \$1,100 to \$1,600
- Developed onboarding process for all new committed accounts
- Blended sales team from major acquisitions into one cohesive unit
- Implemented KPI's and reviewed staff pipeline reports to achieve maximum revenue
- Identified emerging markets and developed strategies to penetrate new accounts
- Achieved annual targets by building relationships and understanding customer trends
- Received Ken Stange Award in 2005 and President's award in 2007 & 2008

Director of Sales

- Created and implemented the sales structure for a one-year old startup company
- Developed annual sales plans and accountability for meeting overall targets
- Achieved nine consecutive quarters of double-digit growth
- Managed department resources and personnel to obtain maximum P&L benefit
- Changed the sales culture from one that was losing \$300K per month to break even within 19 months
- Grew monthly sales from \$150,000 to \$600,000 within 3 years

InfoGroup, Woodcliff Lake, NJ; (Formerly InfoUSA)**1992 to 2000****General Manager of Sales**

- Responsible for the marketing and sales growth of three divisions, comprising of Major Accounts, Telesales and Outbound
- Accountable for \$16 million in revenue
- Integrated two business units (Database America and Compilers Plus) into one business unit with a projected overall savings of \$200,000

Sales Manager, Major Accounts

- Managed all aspects of major accounts operations; including securing customer renewals, marketing product line, and cultivating new prospects
- Accountable for \$9 million in revenue
- Trained sales executives on account penetration and account development
- Negotiated contracts with new and existing customers

Sales Manager, Telesales

- Accountable for \$7 million in revenue
- Achieved department growth of 17% vs. company growth of 13%
- Increased account executive conversion ratio from 17% to 22% while increasing average order from \$410 to \$680

Database America Companies a subsidiary of InfoUSA**Senior Account Executive, Major Accounts**

- Generated over \$1 million in sales revenue per year in 1994 and 1995
- Received President's Club Award for two consecutive years (1994 and 1995). Won all expenses paid vacation to Hawaii in 1995

Database America Companies a subsidiary of InfoUSA. **Account Executive, Telesales Division****EDUCATION:****Bergen Community College, Paramus, NJ**

- Associates Degree in Business Management with a Minor in Finance

DeVry Institute of Technology, Woodbridge, NJ

- Basho Sales Training Program I, II, III
- Spin Selling and Training
- Sales Management Leadership Program, Certified by Applied Concepts

SKILLS:

Windows, Excel, Microsoft Office, Salesforce, Power Point. Zoom Info, HubSpot, Sales Logix and Goldmine

LANGUAGES: Italian