



High Impact MSP Sales Leader & Team Builder

SUMMARY

Sales leader with 20+ years growing revenue in high-tech copier and print markets. Built and coached a 25-rep team that averaged 112 % of quota, lifting branch sales 38 % and beating profit targets five years in a row. Skilled in territory expansion, value-based pricing, new-product launches, and turning complex print technology into clear ROI for enterprise clients.

SKILLS

- Product knowledge
 - Decision-making
 - Team leadership
 - Relationship selling
 - Proposal creation
 - Closing strategies
 - Goal planning
 - Team management
 - Hunter/farmer strategies
 - Training & mentoring
 - Territory management
 - Presentations & public speaking
 - Sales tracking
 - Strategic planning
 - Performance evaluation
 - Business development
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EXPERIENCE

Director of Sales / Texas-Based MSP – Houston, TX

May 2024 – Present

- Grew annual revenue 35% from by redefining target verticals.
- Launched an infrastructure-security service line that generated \$550K in first-year sales.
- Won 10 net-new accounts (+25 % customer base) and set up referral partnerships with MSPs for recurring revenue.
- Introduced quarterly forecasting & QBR processes, improving budget accuracy and lifting average account value 18 %.
- Set data-driven sales targets that align headcount, spend, and pipeline health across the organization.

South District Sales Manager / Managed Print, IT Solutions & Cybersecurity Provider - Houston, TX April 2024

Aug 2019 –

- Grew regional revenue 25 % by hiring, mentoring, and expanding the district sales force, launching a Houston satellite office that delivered 20 % of total district sales.
- Built and executed go-to-market playbooks that increased new-customer acquisition by 15 % and drove a 30 % rise in multi-year B2B software contracts.
- Accelerated SaaS penetration, raising software revenue 10 % and sharpened Dove's competitive edge in print-to-cloud solutions.
- Managed key accounts and strategic partners, sustaining a 95% client-retention rate while increasing average revenue per client across the southern region.
- Created a high-performance, team-centric culture; continuous training and data-driven coaching helped the group earn "Sales Team of the Year."

Regional Sales Manager / Regional Office Equipment & Managed Print Provider - Charlotte, NC Feb 2018 – April 2019

- Raised regional sales 25 % by deepening strategic customer relationships and increasing revenue per existing account.
- Retained 90 % of top clients, fueling steady repeat business and referrals.
- Streamlined communication workflows, lifting client-satisfaction scores 15 % and shortening quote-to-close time.
- Executed data-driven sales playbooks that generated 20 % territory-revenue growth and boosted individual-rep quota attainment 30 %.
- Improved forecasting accuracy 18 % with advanced tracking dashboards; on-site coaching of underperforming reps lifted their close rates 10 – 20 %.

Senior Account Manager / NYC Office Technology & Print Solutions Dealer - New York, NY Sept 2011 – Sept 2014

- Opened 15 new SMB accounts in under a year, adding \$750 K at 35 % margin and earning President's Club honors in 2012 & 2013.
- Drove steady pipeline growth with a multi-channel outreach mix - vendor alliances, networking events, telemarketing, and cold calls - expanding annual book of business across NYC's small-to-mid market.
- Rolled out Sherpa Compass CRM for the branch, trained 30+ users, and boosted data accuracy and quote-turnaround speed.
- Served as technology adviser to clients, shaping best-practice hardware & software upgrades that cut operating costs and deepened account stickiness.
- Managed branch operations and supported eight Business Development Managers, streamlining RFP responses and improving win rates across the Eastern Region.
- Resolved billing, metering, and compliance issues for key accounts, raising customer-satisfaction scores and securing repeat renewals.

Sales Manager / Digital Office Technology & Print Solutions Provider - New York, NY Nov 2008 – Sept 2011

- Delivered consistent \$250 K in monthly revenue by directing a 5- to 7-person sales team and providing the VP with data-driven performance reports.
- Coached reps through daily pipeline reviews and weekly strategy sessions, sustaining high morale and improving close rates.
- Resolved escalated customer issues and coordinated on-time equipment installs, streamlining the hand-off from sale to service.
- Expanded brand visibility by planning and executing industry trade-show booths that generated new leads for hardware and software lines.

Account Executive / National Business Technology Solutions Provider - New York, NY. Sept 2006 – Nov 2008

- Surpassed annual quota at 115 %, generating \$1 M in revenue at 32 % gross margin by renewing 80 % of installed machines and upselling service agreements.
- Earned Sales Representative of the Month and Circle of Excellence honors for top-tier performance in 2006.
- Expanded territory sales through disciplined cold- and warm-calling - 30 % of revenue came from brand-new customers and 25 % from additional purchases by existing clients

Business Development Manager / Commercial Energy Supply & Services Company - New York, NY Sept 2003 – Dec 2005

- Built D&B-driven call lists and ran daily cold-call blocks, filling the pipeline with qualified small- and mid-market prospects.
- Converted outreach into repeat revenue by nurturing accounts, driving on-time contract renewals, and launching referral mailer campaigns.

- Represented Strategic Energy at trade shows, explaining deregulation benefits and winning new supply contracts with SMB customers.
 - Tracked market changes through Con Ed seminars and relayed insights to the sales team for timely, client-focused proposals.
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EDUCATION AND TRAINING

- **University of North Carolina At Greensboro - Greensboro, NC**
Bachelor of Science: Communication Studies