

PROFESSIONAL SUMMARY

Dynamic and results-driven Sales Management and Business Development Professional with over two decades of experience driving revenue growth and forging strategic partnerships. Proven ability to develop new markets, build client relationships, and exceed sales targets. Known for proactive prospecting, persuasive communication, and strategic problem-solving in fast-paced B2B environments.

CORE COMPETENCIES

- Strategic Sales Planning
- B2B Sales & Lead Generation
- CRM Management (Salesforce)
- Account Acquisition & Retention
- Consultative Selling
- Cold Calling & Prospecting
- Revenue Growth Strategies
- Customer Relationship Management
- Proposal Development & Negotiation
- Networking & Event Engagement

PROFESSIONAL EXPERIENCE

Small MSP

Senior Account Manager

August 2024 – May 2025

- Manage and grow a portfolio of accounts by identifying client needs and delivering tailored technology solutions.
- Built and maintained a robust sales pipeline using CRM; consistently met monthly and quarterly sales quotas.
- Developed and presented customized proposals and RFPs that led to a 20% increase in closed deals.
- Represented the company at trade shows, networking events, and industry functions to drive brand visibility.
- Initiated outbound prospecting efforts resulting in over 30% growth in qualified leads.

SaaS Company

Senior Account Executive

June 2018 – June 2024

- Spearheaded business development initiatives in competitive B2B markets.
- Consistently surpassed lead generation KPIs through targeted cold calling and email campaigns.
- Nurtured relationships with decision-makers, closing deals with small to mid-size clients.
- Played a key role in pipeline management and sales forecasting to support executive planning.
- Used social selling and digital outreach to boost brand awareness and engagement.

Staffing Company

Senior Account Manager

January 2017 – May 2018

- Identified and secured new business partnerships in the staffing industry through strategic outreach.
- Delivered tailored workforce solutions to meet client staffing challenges.
- Hosted and participated in job fairs to recruit and retain quality candidates.
- Managed end-to-end sales cycle from prospecting to onboarding, resulting in high client satisfaction and repeat business.

Payment Company

Payment Solutions Manager

November 2015 – December 2016

- Provided payment processing solutions to small and mid-sized businesses, helping reduce transaction costs.
- Demonstrated POS systems, building customized proposals for multiple industries.
- Prospected and converted leads through networking and cold outreach; increased customer base by 25%.
- Delivered daily reporting on sales performance and market trends to leadership.

EDUCATION

University of Houston

Career Institute of Legal Studies

Paralegal Certificate, Paralegal

S.P. Waltrip High School

Diploma, General Studies