

## BUSINESS DEVELOPMENT & RELATIONSHIP MANAGER

*Sales and Marketing executive with over 27 years of customer management experience.*

- **Strategic Planner:** developing and implementing synergistic strategies for marketing and sales, informed by years of hands-on leadership.
- **Builder of Collaborative Teams:** creating powerful cross-functional teams with internal and external support to engage employees and customers for profitable results.
- **Go-To Leader in Times of Change:** identifying unique opportunities in dynamic organizations and product lines, while developing capabilities and resources to drive key initiatives.
- **Innovation Catalyst:** measuring, internalizing and leveraging the customer experience to energize fact-based executive decision-making, product development, marketing, business growth and profitability.

## PROFESSIONAL EXPERIENCE

**SHUMSKY**, Dayton, OH

**2016-2018**

### **Vice President, Sales & Marketing**

- Managed inside and outside sales team while increasing new business sales revenue.
  - Built key relationships with existing customer base and developed new customer portfolio.
  - Led sales team to achieve highest sales revenue in 65-year history two successive years.
  - Won fifth Golden Pyramid awarded for successful promotional marketing campaign.
  - Secured multi-million dollar program and won supplier of the year award for Fortune 100 Global Customer in 2018.

**XAVIER UNIVERSITY**, Cincinnati, Ohio

**2013-Present**

### **Associate Director, Xavier Health**

Led all fundraising efforts and sponsorships for Xavier Health Program. Created brand awareness campaign to introduce the University to the pharmaceutical and medical device industries.

- Increased overall revenue by 40% and exceeded all stretch goals.
  - Directed and coordinated business forecasting, and asset management in each program category to assure the means for establishing sound yearly and long-range objectives.
  - Created advertising, collateral material, direct mail campaigns, website development, and all other marketing support.
  - Managed event marketing developing themed exhibits and presentations to promote programs and leverage in-person engagement.
  - Worked with pharmaceutical and medical device industry experts, as well as FDA, to develop new programs.

**AMERICAN THERMAL INSTRUMENTS**, Dayton, Ohio

**2008-2012**

### **Vice President, Sales & Marketing**

Developed marketing strategies for internationally recognized business specializing in pharmaceutical, medical device, food and industrial product industries. Provided executive leadership and strategic direction for sales initiatives covering eight product lines.

- Increased sales revenue on average 31% each year and number of units sold from 50 million to 87 million, all while maintaining high standards of quality regulated by FDA and ISO.
  - > Managed performance and activities of sales organization, including account managers, sales coordinators and marketing communications department.
  - > Managed all advertising, promotional and marketing activities, including evaluation of market conditions, customer research, competitive data and trade show schedule.
  - > Developed, managed and nurtured new business partnerships and accounts to accomplish volume and profit goals.
- Drove, from concept to execution, the implementation of a new product line resulting in significant gains in new business development, financial performance and brand awareness.
- Evaluated financial aspects of product development including expenditures, budget, return-on investment and profit-loss projections.

**CINTAS CORPORATION**, Cincinnati, OH**2004-2007****Sales Trainer & Business Development Manager**

Developed and executed new sales and marketing training program to attract new business and expand national account customer base.

- Developed individual coaching plans, providing resources and assistance; scheduling drive-alongs with new and senior representatives.
  - > Built relationships with key customers and increased sales revenue by 38%.
  - > Managed all prospect and targets for new business development for National Account Division.

**WOOD ASSOCIATES** (currently Brandvia), San Jose, CA**1998-2004****Marketing & Sales Manager**

- In a 100% commission role... increased sales revenue and profit by more than 25% on average for five consecutive years.
  - > Developed marketing programs for Fortune 500 companies.
  - > Accepted leadership role to help grow company from \$20MM to \$87MM in revenue during five-year period.

**SHUMSKY**, Dayton, OH**1991-1997****Sales Representative**

- In a 100% commission role... ranked #1 in sales revenue for seven consecutive years.
  - > Built key relationships with national account customers.
  - > Collaborated with product development and marketing team to identify new markets and customers.
  - > Four-time winner of Golden Pyramid awarded for successful promotional marketing campaigns.

**EDUCATION****1990 University of Dayton**, Dayton, OH

- Major: Communications Management
- Minors: Marketing & English

**2014 Xavier University**, Cincinnati, OH

- Certification: Project Management