

Jonathan Doe

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Business Development • Sales Program Design • Relationship Building

Sales and marketing leader who brings 100% profitability to new business ventures through innovative sales strategies.

- ◆ **Leader** – Experienced at developing high-performance teams that exceed sales goals and grow new and innovative business. Generated over \$5,000,000 in new sales and secured 20% growth by implementing new brand programs.
- ◆ **Builder** – Coach, mentor, and a consultative approach with extensive relationship building. Turned around -25% performance to +5 overall sales growth in two years by introducing 15+ new products and new sales strategies.
- ◆ **Sales & Marketing** – A focus on driving sales, margin and share by assessing a situation, analyzing the facts, and defining the opportunities. Increased penetration and share by over 20% at over 30 accounts in 3-years.

Areas of Expertise & Qualifications

- ◆ Sales management and customer service
- ◆ P&L, cost reduction, and containment
- ◆ Revenue and profit generation
- ◆ Category management
- ◆ New sales program development and implementation
- ◆ Cross-functional team development and leadership
- ◆ Negotiations, contract development and review
- ◆ Problem and conflict resolution

Professional Experience

Indiana Corporation

National Sales Manager (www.indiana-corp.com)

Indianapolis, Indiana

June 2017 – Present

Sales leadership led to the transformation of a declining brand to once again becoming a leader in the retail and wholesale channel through successful line reviews and developing winning sales programs.

- ◆ Successfully negotiated and won a significant line review at ABC Corp., securing over \$500,000 in additional revenue, which more than doubled sales growth in the past year for this channel (2018-19).
- ◆ Turned around -25% performance to +5% overall sales growth in two years by introducing 15+ new products into large-scale retail systems and distribution hubs. Trained sales team on new product sale strategies.
- ◆ Trained and led manufacturer's representative groups comprised of 17 field sales representatives in total to grow our drop ship sales in the field. Conducted store visits with the field sales team, which led to a 20% sales increase from innovative planogram and off-shelf merchandise offerings.
- ◆ Created a Member Brand Building Program. Established an accountable fund for tradeshow, promotions, and corporate events to grow membership. Worked with the marketing team to develop new trade show and seasonal promotions, which led to our best trade show selling season at the Fall 2018 Show events in over 5 years.
- ◆ Increased sales by 4% (2018), maintaining a rising growth rate with the XYZ account. Used joint funds for promotions at tradeshow, generating \$250,000 in new sales. Ranked 3rd best supplier out of 100 in internal evaluation.

Illinois Corporation

National Account Manager (www.illinois-corp.com)

Chicago, Illinois

March 2013 – June 2017

Managed and expanded sales growth in retail, distribution, international, eCommerce, and pest control channels by over 10% annually from 2013 to 2016.

- ◆ Successfully negotiated and won a major line review at 123 Corp., which led to over a \$500,000 increase in 2016 sales revenue and new product placement on their Winning Planogram Set.

- ◆ Instrumental in getting key products placed on 123.com, which led to first-year sales of over \$200,000.
- ◆ Pioneered and managed new business with major retailers and distributors: XYZ Corp, Sample Distribution and Big Box Store, Inc.
- ◆ Successfully managed, trained and led manufacturer's representative groups comprised of 15 field sales representatives in total to grow our drop ship sales in the field.
- ◆ Appointed to lead a new committee for employee wellness and relations. Cited by management for several mutually beneficial workplace changes and improved morale.

Ohio Corporation**Columbus, Ohio***Ohio Sales Representative**August 2011 – February 2013*

- ◆ Managed sales and service for state and local governments, as well as educational institutions, for this information technology service provider, growing territory sales over 12% in 18 months.
- ◆ Cited by management for prospecting success and for exceeding the 40+ outbound call minimum daily.
- ◆ Coordinated marketing campaigns for software and hardware services and received numerous industry certifications to compliment the sales effort.

Wisconsin Marketing & Services**Milwaukee, Wisconsin***National Sales Representative**June 2010 – August 2011*

- ◆ Assisted in developing and driving seasonal promotions, as well as merchandising and planogram sets, to existing client base, as well as prospecting for and opening new store groups for our products.
- ◆ Worked extensively with major buying groups and assisted in working programs in the field, which directly led to represented line growth of 17% for Ohio Corp., 22% for Illinois Corp., and 31% for Indiana Corp.

PAST EXPERIENCE:*District Manager at Kentucky Paper Corporation (Indiana, Kentucky, and Ohio District)**Territory Manager at Iowa Gifts & Accessories (Illinois, Indiana, Iowa, and Wisconsin Territory)***Education****Purdue University****West Lafayette, Indiana***Bachelor of Science Degree in Selling & Sales Management***Professional Designations & Recognition**

- ◆ Top Sales Producer in Dollars (2015 and 2016)
- ◆ Contest Winner for New Accounts and New Product Placement (2016)
- ◆ Completed Learning Sales Development Program (2012)

Volunteer

- ◆ Youth Basketball Coach (2016 – Present)
- ◆ Church Fundraiser Co-Chairman (2015)