

# ROBERT SMITH

## Senior Director Of Sales

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Results-oriented Director Of Sales with 21 years of experience in developing effective sales strategies in several different verticals, seeks to join a sales team to exceed growth, revenue, and sales targets.

### **MAY 2005 - PRESENT**

#### **SENIOR DIRECTOR OF SALES - GRAVITEC**

- Reporting directly to the GM and Owner, directing sales for the engineering firm that focuses on fall protection training and equipment.
- Responsible for the guidance, operations and profitability of the sales team, web sales, customer service and critical marketing initiatives.
- Applying metrics of phone calls, emails, and quotes written to establish a pipeline percentage goal that translated into a 15% increase in first-year sales and 10% in year two, while replacing underperforming sales personnel.
- Adding structure and guidance to sales team via "one on one" weekly mentoring sessions with sales associates, reviewing all metrics, sales tactics, habits and process to increase sales and performance.
- Developing national territories and annual sales goals, including revised commission, bonus, and pricing programs.
- Realigning hiring and recruiting practices to create a more professional team, replacing 50% of them within first 10 months.
- Leading the team through the implementation of SAP/B1 and integration with the act to manage 50k+ contacts.

### **JANUARY 1997 - FEBRUARY 2005**

#### **SALES DIRECTOR & SUSTAINABILITY COORDINATOR - GLOBAL ORGANIC SPECIALTY SOURCE**

- Directed sales, marketing, and service for this regional distributor of organic produce serving 9 southeast states by developing long-term relationships with corporate buyers, store owners, restaurants, co-ops, and clubs.
- Responsible for lead generation, new business development, account maintenance, nine sales associates and over 700 customers.
- Handled all aspects of strategic planning for regional market development, account management, product development, and placement.
- Directed and trained a dedicated team of nine sales reps in a call center responsible for in-store product placement, sales, customer service and SKU management of over 500 items.
- Provided leadership cross-functionally and acted as the liaison between purchasing, warehouse, finance, HR, marketing and transportation to increase quality control, operational effectiveness and customer experience.

- Developed targeted marketing promotions and client-specific advertising for an active customer base of over 700 accounts to introduce new products and supported promotions, using online, print and targeted email campaigns.
- Retargeted marketing efforts introducing new platforms (Blogging, Twitter, Pinterest, Facebook) to enhance brand image and create awareness.

## **EDUCATION**

MBA, 2013(Marylhurst University - Portland, OR )Bachelor Of Science in Advertising 1995(University Of Colorado - Boulder, CO )

## **SKILLS**

Sustainability In Operational Management, Sales Management, Product Development, Marketing, Sales Relationship And Team Building