Robert Smith

Business and Sales Operations Manager

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SUMMARY

More than 10 years of experience of Sales (Retail/B2B, Operations, and Management) 5 years of recruiting experience (University and Corporate level). Strengths include: leadership, excellent communications skills, relationship building.

SKILLS

Bilingual, Sales, Negotiation, Account Management, Management.

WORK EXPERIENCE

Business and Sales Operations Manager

RingByName - May 2015 – 2019

- Manage a team of 6 including Sales Executive and the On-boarding team.
- Create new partnerships with different associations and business to create new leads opportunities Introduce new Technology to the company such as Marketo.
- Implement the utilization of Salesforce as part of the Sales Operations.
- Expose brand to a National and International level by creating and managing marketing strategies Create new exposure of the brand by the creation of new campaigned marketing, pricing strategies and establishment of sales objectives.
- Created new Marketing materials such as company folder, flyers, Expos, Conventions and company sales brochures.
- Built strong and lasting business relationships with key partners and negotiated contracts on behalf of investors.
- Recommended process improvements concentrated on cost reduction and increased efficiency based on Lean Management principles.

Sales Operations Manager

ABC Corporation - 2010 – 2015

- Worked directly with one of the founders and owners of Configure One.
- Managed our SEO/SEM and any other lead generation platforms, maintained our outbound marketing process and assigned the 300+ inbound leads every month to the appropriate Account Executive either in the US or Europe.
- This role grew to incorporate managing all legal contracts moving through our organization and becoming the lead for all partner activities across the company.
- Facilitated the successful onboarding of referral, reseller, and technical partners from small consulting groups to large multi-million dollar enterprises in the US, South America, ANZ and EMEA.
- Established tracking systems for monitoring our daily and monthly lead flow in order to adjust our marketing spend accordingly.
- Coordinated with various vendors to create customer case studies, product fact sheets, industry white papers and to maintain our company website.
- Worked through due diligence exercises as the owners of Configure One were shopping acquisition opportunities..

EDUCATION

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Bachelor of Science in Political Science International Relations & Foreign Affairs - (Salem State University)

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