

Sue Persales

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SALES EXECUTIVE

Results driven leader with a strong background in sales management, marketing, and business solution deployment. People oriented manager. Recognized innovator with strong analytical and strategic planning skills. Consistent outstanding record of exceeding personal and organizational sales goals. Over 15 years achieving all sales / management goals generating \$2.5B in sales. Background includes:

- Global sales development and management
- Enterprise marketing and sales
- Long term strategic business planning
- Market penetration; new business acquisition
- Analysis of sales effectiveness and pricing of products and services
- Research and analysis of competitive market opportunities
- Channel partner development
- \$MM operational budget management
- Establishment of scalable infrastructures to support rapid growth

MAJOR ACCOMPLISHMENTS

- **High Achiever:** Established Systemex as major supplier and partner to Rival Systems, growing sales to over \$150M annually.
- **Global Accounts:** Developed and managed proven global sales team responsible for Rival Systems, driving a 141% sales growth over three years.
- **Asian Markets:** Created and implemented sales plan for Asia, resulting in the signing of “Lead Customer Agreements” with Toshiba and Samsung.
- **Technical:** Won initial microprocessor design for Sun Systems, generating multi-million dollars in sales.

PROFESSIONAL EXPERIENCE

RIGATONI, West Sacramento, CA

Business Development Director

2010 - Present

Led business development for Green Initiative driving incremental revenue for IT practice. Leadership responsibilities included: sales development, field training, program creation, resource deployment, and budget execution on a global scale.

- Provided appropriate training and field sales to deploy the technology, services and products while generating new business revenues over \$1.5B annually.

North Americas Director

2007 - 2010

Leadership responsibilities included channel partner development, direct sales, program creation, resource deployment, budget and initiative execution. Role supported three North America Sub-Regions delivering business solutions 1000 sales personnel.

- North America wins grew from 155%.
- North America opportunities grew 125%.
- Target Vertical: Pharmaceutical wins 163%.

Western Regional Sales Director

2005 - 2007

Provided marketing and sales generation of five business services: Consolidation, Virtualization, Business Continuity, Utility Pricing and ITIL consulting solutions. Included deployment in North America through Channel (VAR), SI Partners and Direct sales.

- Generated \$150M in sales.
- Region wins grew from \$650M to \$1.19B.
- West Region wins grew from \$220M FY2002 to \$650M (295%) in new business for FY2003.
- Grew Adaptive Enterprise opportunities/wins from \$693M to \$1.19B.
- Secured new business in 200 accounts with Consolidation, Virtualization, Business Recovery and Utility Pricing.
- Installed West Region organization and systems infrastructure (training, education, marketing, program development and delivery) to manage size and rapid growth of the business.
- Closed over \$175M annual growth (Computing on Demand) in new customer contracts within 12 months.

RIGATONI (continued)

Western Regional Sales Director

2002 - 2005

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LING UINI, Auburn, CA

Regional Sales Director

2000 - 2002

Managed two team leaders, one marketing manager and 20 outside sales representatives. Dotted line supervision of customer services, hardware sales, channel and SI partners, marketing, solution consultants and inventory management.

- Produced over \$45M in sales revenue over 10-month period with sales representative.
- Ramped revenues from \$10M to \$20M in less than 24 months. Gross margin grew 45%.
- Directed and implemented successful integration of the Pesto organization into one succinct sales division representing a complete line of product and services.
- Installed and integrated product loan tracking process to reduce operational expenses. Inventory usage fees reduced from \$500k to \$120k in nine month period.

SIGNIFICANT OTHER EXPERIENCE

MARINARA, Elk Grove, CA

District Sales Manager

Managed daily activities of 10 outside sales representatives and supervision of 20 support personnel. Develop sales strategy, marketing plans and operational budget. Grew new and existing accounts nationally through direct coverage, systems integration and channels. Key accounts include high technology, financial, and communications.

- #1 in Sales Management Quota performance at 150%.
- Increased sales from \$35M to \$77M.
- Grew revenue performance from \$2.9M per sales representative to \$6.2M.
- Directed and implemented consolidation of four organizations, cutting internal costs 50%

FUSILLI CORPORATION, Rancho Cordova, CA

Senior Account Representative, Commercial Division, Northern California

- Consistently recognized for top 10% in sales performance.
- Secured over \$25M in new business.
- Achieved sales goal five consecutive years and awarded 100%+ club.

EDUCATION / PROFESSIONAL DEVELOPMENT

MBA, California State University, Sacramento, CA

B.A., Public Administration (minor: Business Administration), California State University, Santa Cruz, CA

Certificate in Business Management, Babboon School Of Executive Education, Minot, ND

Negotiating for Success, Karrass Training Corp.

Win-Win Selling, Kant Luse Training Center