

[Full Name], MBA

Accelerating Million-Dollar Sales Growth and Amplifying Brand Visibility

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Executive Leadership • Sales & Marketing • E-Commerce • Consumer Goods

Award-winning executive with a track record of discovering untapped sales opportunities, creating integrated marketing platforms, and delivering breakout revenue growth. Known for designing and executing strategic plans to uplevel organizational capabilities and value.

Proven ability to build, train, and lead high-performance teams. Extensive success in P&L management, product development, global marketing, and sales acceleration. Respected for fostering trust with decision-makers at Fortune 500 companies across industries.

Regional Entrepreneur of the Year Award

Founded a Startup Growing to \$35M Annual Revenue | Achieved 20% Profit Margins
First Online Seller in Product Category | Drove Web Sales from \$3M to \$8M
Spearheaded Strategic Pivot from B2B to B2C | Propelled Record-Breaking Sales

CORE COMPETENCIES

Strategic Planning & Execution
Operational Excellence
Revenue & Profit Growth
Vision, Mission & Goals
KPI Development
Multichannel Marketing
Resource Management
Product Strategy & Pricing
Market & Competitive Analysis
Customer Acquisition
International Sales Growth
Account Management
Contract Negotiation
Team Leadership
Employee Training / Mentoring
C-Suite Presentations
Board Engagement
Public Speaking

Career Success

[DIRECT-TO-CONSUMER BEAUTY BRAND]

2017 to Present

One of the world's largest manufacturers in its specialty beauty product category.

Co-Founder & CEO

Oversight | Reports: 5 Executives; Indirect Reports: 225 Internal Employees; Annual Revenue: \$35M

Owned complete accountability for P&L, cash flow goals, balance sheet management, and stakeholder relations. Developed and implemented KPIs in alignment with the company's vision, mission, values, and objectives. Played a leading role in the design and evolution of the core business model. Introduced technology solutions impacting sales, marketing, and eCommerce. Led global marketing plans across multiple channels. Partnered closely with Product Development, Manufacturing, R&D, and other key departments; launched a synergistic marketing calendar.

- **Built the original company website/eCommerce channel**, eventually leading to 70% of sales revenue coming through Shopify domestically and internationally; aligned teams to raise traffic, conversion rates, and visibility.
- **Migrated to Shopify to reach \$600K+ daily** during the company's biggest sale of the year. Mitigated issues from Black Friday crashes from traffic volume. Achieved scalability and sufficiency for elevated consumer demand.
- **Slashed SKUs down to 70** and switched to a local packaging vendor. Divided the warehouse into 3 sections with 3 day shifts. Successfully met increasing levels of consumer demand despite the COVID-19 supply chain constraint.
- **Optimized product margins/profitability** by raising prices, trimming business lines, and analyzing contracts.
- **Automated marketing tasks with Copy.AI** after a workforce reduction and restructuring. Efficiently generated copywriting, ad text, product descriptions, blog posts, social captions, and more.

Counteracted negative trends and stagnant revenue growth by strategically pivoting from B2B to B2C business model. Spearheaded successful efforts to become the first online seller of a product with wide appeal. Seized an untapped market niche. Led profitability to record-breaking highs of 20% and annual revenue of \$35M. Established the foundation for acquisition with a deal pending as of 2025.

- **Implemented the Entrepreneurial Operating System (EOS)** to define 10-year, 3-year, and 1-year goals; aligned KPIs with objectives, allocating responsibilities to executives; lowered error rates; raised production/sales.
- **Established an Amazon Storefront** that eventually contributed 20% of all revenue.

Developed a high-performing marketing organization and managed a \$2-3M/year paid media budget across Meta, Google, Pinterest, and TikTok. Personally Curated the Facebook Community page with 100K+ members. Created product strategies based on market research and consumer trends. Drove brand loyalty and repeat business. Championed data-driven decision-making.

[MULTINATIONAL TECHNOLOGY COMPANY]

2016 to 2017

A multinational technology company operating in over 175 countries.

Sales Executive

Sold data analytics platforms in alignment with revenue goals. Met with client leadership and presented the value of the company's enterprise AI platform. Expanded existing business by identifying areas of opportunity within retail accounts.

- **Championed the adoption of Watson products** for major retail clients, including leading apparel and lifestyle brands.
- **Exceeded expectations as an individual contributor**, achieving 150% for FY2016.

[OPEN-SOURCE DATA SOFTWARE COMPANY]

2014 to 2016

A data software company developing open-source software; later merged with another data company.

Territory Account Manager

Steered support sales for the company's data platforms in PA/DE for unnamed accounts. Accelerated territory development from \$10K to \$1M+ within two years. Owned responsibility for lead generation, networking, prospecting, and cold calling to drive Hadoop sales. Delivered quarterly Salesforce forecasts, technical presentations, and value-focused sales strategies. Built relationships with C-suite executives; fostered trust with key decision-makers and influenced contract signing.

- **Acquired 9 logos in Q3**, the most quarterly gains in company history. Ranked #1 in the region; attained 133% of quota.
- **Drove the acquisition of 17 logos in FY15**, leading all representatives across all regions.

[MULTINATIONAL TECHNOLOGY COMPANY]

2004 to 2014

One of the most valuable brands globally. A leading provider of software, hardware, and cloud solutions.

Solution Specialist (2009 to 2014)

Spearheaded database, business intelligence, and cloud solution sales to the largest commercial accounts in Philadelphia. Initiated and built strong relationships with key decision-makers. Fostered trust among end users and business executives, moving deals toward closure. Led pipeline development, market analysis, technical sales presentations, forecasting, and CRM utilization. Trained and mentored new hires, assisting with onboarding, collaboration, and problem-solving.

- **Closed the largest database deal in the territory** by developing and executing an account-specific sales plan.
- **Re-platformed one of the largest online food delivery companies** onto the company's data platform.
- **Secured the first Big Data Appliance (APS) with Hadoop integration** with a large private health data collection.
- **Grew revenue 165% YoY in 2014 and 158% in 2012**; met or exceeded quotas across all 5 years in the role.
- **Selected by leadership for the East Region High Visibility Program**; recognized as a high-potential employee.

Technical Specialist (2004 to 2010)

Owned a \$50M regional quota for the sales of SQL Server within the Mid-Atlantic US territory. Delivered top-notch technical pre-sales guidance to clients, supporting the signing of profitable contracts. Led roadmap planning, architectural design, and proof-of-concept creation. Identified and removed barriers to sales. Drove progress during scoping and qualification phases.

- **Achieved 115% of quota in 2005; 114% in 2006; and 125% in 2007**; consistently exceeded 20% YoY attainment.
- **Amplified awareness of the company's products and services** by presenting at a launch event to 2500+ attendees.
- **Designed international reporting services architecture** for one of the world's largest pharmaceutical companies.

Early Career Roles Include: Database Administrator for a major telecommunications company; Database Administrator for a consulting firm

Education

Master of Business Administration (MBA) | Finance Concentration | Drexel University

Bachelor of Science (BS) | Management Science & Information Systems | Pennsylvania State University