

Here's proof that even if your recent accomplishments aren't stellar, your resume can be outstanding! Catherine did not achieve any of her sales goals for the last 18 months, due to a company reorganization. Using umbrella dates to combine her two most recent positions de-emphasizes this fact, and highlights earlier achievements.

Catherine Jones

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Senior Sales Leader

Inspiring sales strategist with a history of success developing robust relationships with Fortune 500 firms and empowering teams while exceeding ambitious goals in revenue and profitability.

Key strategic partnerships: Amazon, Airbus North America, Best Buy, Coca-Cola, Erickson, Jos. A Bank, Microsoft, Newsweek Magazine, Premium Beverage, Sirius Communications, VCT Capital, W.L. Gore and more.

**Two Sales Leadership Awards | Top Sales Performance Award
Territory Sales Leader of the Year | Four President's Club Awards**

PROFESSIONAL EXPERIENCE

BEHEMOTH IT COMPANY – Washington, DC

2000-Present

Senior Sales Executive – Security Division (2014-Present) | **Client Sales Specialist** – Professional Services (2010-2014)

Promoted to key roles with a technology sector leader based on a record of dynamic team leadership and rich expertise in sales strategy. Leverage robust client relationship management skills combined with the ability to deliver results. Establish and expand relationships with high-potential clients in many industries including healthcare, technology and consumer products. Sell the full portfolio of business technology solutions with expansive responsibility for customer satisfaction and business profitability.

Rapidly attained Security Sales Executive role, leading an 8-member team of specialists selling full-spectrum technology solutions (software, hardware and services) to business clients. Deliver technology solutions to avoid enterprise-wide data breaches, theft and other security threats. As the public face of Behemoth, liaise with board members, C-suite leaders and LOB owners for named accounts.

- **Consistently exceeded goals, propelling 228% revenue growth and delivering 128% increase in net profit in one year.** Inspired a team of 47 sales and technology specialists to expand customer engagement and elevate performance.
- **Won Sales Leader Award for delivering 157% of revenue goal (\$41.4M+) with 115% of profit goal (\$16M+)** and signing \$110M+ in consulting services contracts. Attained a \$75M contract with Apple to transform ERP systems.
- **Earned a second Behemoth Sales Eminence Award for attaining 145% of revenue goal (\$21.6M+) and 146% of profit goal (\$12.8M+)**, a new company record in the market sector. **Four-time winner of the Behemoth 100% Award.**
- **Closed a \$28M contract with Amazon** in 2010 to transform the company's IT infrastructure and strategically outsource functions to a global-sourced solution with a team of 70 professionals in India and 30 in the US.
- **Expanded client engagement with Microsoft to win a \$46M 7-year contract renewal** that delivered innovative technology solutions for customers, vendors, employees and business processes.
- **Achieved 117% of revenue goal in months**, building a pipeline of accounts from clients at all points on the security continuum. Forged strategic partnerships with IBM, Google, Best Buy, United Airlines and Volkswagen, among others.

Competitive Sales Manager – Mid-Atlantic Region (2006-2010)

Penetrated new markets and forged robust new client relationships as a key member of the Emerging and Competitive Markets team. Capitalized on extensive knowledge of sales strategy to outperform major business rivals. Forged robust relationships with new high-potential clients. Focused on selling the full Behemoth portfolio to customers with \$1M total IT spend and <10% Behemoth wallet share.

- **Recognized as #1 salesperson in the Eastern US for \$12M in sales of new products**, penetrating the education and healthcare markets with an emphasis on newly launched technology and professional services portfolio.

- **Won Top Sales Performance Award in the Competitive Segment for delivering 140% of revenue goal (\$51M) and 138% of profit goal (\$34M+)** while elevating performance of joint ventures with Fortune 500 strategic partners.
- **Built, coached and managed a top-performing 9-member team of salespeople** and technical support specialists from New Jersey to the Carolinas. Focused on developing relationships with local customers and customized technology solutions.
- **Led a major transformation in customer service to rescue a previously troubled relationship with Amazon**, paving the way for stellar future successes and broadly expanded customer engagement.

Territory Sales Leader (2002-2005)

Recruited as sales team leader for a balanced portfolio of local services, global consulting, strategic outsourcing and technology services in a well-defined area. Comprehensive P&L responsibility for the territory including revenue, expenses and profit.

- **Won Territory Sales Leader of the Year Award** for exceptional performance including closing \$230M in global business solutions contracts in less than five years. Inspired, trained and coached 6-person sales team to score major wins.
- **Closed a major project by earning the trust of new client Newsweek Magazine** to digitize a priceless archive of 600,000 photos with a system allowing retrieval and reuse of intellectual property in the global technology services division.
- **Expanded Human Bio-Nome engagement to create a groundbreaking \$60M technology solution** for a 5-year human genome research project, cataloging DNA from indigenous peoples to track the global spread of human populations.

INFORMATION CENTRAL – Atlanta, GA

1998-2000

Regional Manager

Pioneered a new territory to open the DC office and establish client relationships throughout the Eastern US. Leveraged innovative technology to deliver customized turnkey solutions connecting members across enterprises: B2B, affinity organizations, professional societies and nonprofits.

- **Closed the company's first-ever international sale and won 18 contracts within 15 months** in a new market sector.
- **Built a robust sales pipeline from the ground up in just one year**, with 150 well-qualified prospects.
- **Achieved national recognition for a strategic partnership with Microsoft** spanning five years.

CIRCUIT CITY, INC. – Atlanta, GA

1996-1998

Computer Training Manager

Defined a new line of business with full P&L responsibility for the instructor-led, end-user PC training division in GA and SC. Managed a team of 17 computer training professionals plus a salesperson. Developed extensive training and coaching skills, elevating sales performance of retail employees region-wide while increasing employee morale.

- **Propelled last-to-first transformation in sales performance, from #13 to #1 region nationwide** in just one year.
- **Generated 400% revenue increase, boosting profit 123%** in the corporate and government sector.

Earlier experience in sales and marketing roles with Leverage Software Training and the Bureau of International Relations.

EDUCATION

Bachelor of Arts with High Honors, Leadership Concentration
EMORY UNIVERSITY – Atlanta, GA

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