

**This sales executive's consistent history of igniting revenue growth and surpassing goals is powerfully illustrated in a table. When results are more varied due to market factors, a different resume strategy to highlight achievements is more compelling.**

## Rob Drummond

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## Sales Executive

**Dynamic, tenacious executive sales leader with a history of success recruiting, training, coaching and motivating world-class sales teams, while inspiring them to surpass lofty revenue goals year after year.**

	2012	2013	2014	2015
Total Revenue	\$9.4M	\$10.3	\$11.4M	\$12.9M
Sales Increase	<b>1%</b>	<b>9.5%</b>	<b>10.7%</b>	<b>13.1%</b>
Net Change	+\$100K	+\$900K	+\$1.1M	+\$1.5M
Revenue vs. Goal	<b>101%</b>	<b>106%</b>	<b>109%</b>	<b>116%</b>

## Experience

GREEN & BLUE CONSUMER PRODUCTS – Chicago, IL

2012–Present

### Vice President of Sales – Blue Consumer Products Division

Define the strategic sales vision and lead tactical execution for the company's largest division, specializing in consumer products for the North American and South American markets. Provide decisive, dynamic leadership during a period of major upheaval in the industry to outperform strong international competitors. Consistently deliver outstanding results while managing a \$1.2M expense budget and leading a sales support organization with 25 team members, including 3 line managers and one director of sales support.

**Ignited \$3.5M in revenue growth in just 3 years by building a top-notch sales team from the ground up and penetrating new territories while rejuvenating current markets.**

- Reversed 5 years of declining revenue to deliver 4 consecutive years of revenue growth, an accomplishment unequaled in recent company history.
- Recruited, trained and continue to mentor one of the best sales teams in the industry, leading 47 exceptional sales professionals to constantly challenge themselves and attain new heights.
- Spurred unprecedented performance gains as an integral part of the executive management team that generated the company's highest-ever profits, increasing margins from 2% to 12% in just 2 years.
- Launched new marketing channels and developed strategic partnerships generating up to 17% of revenue annually with lower costs per unit sold.
- Transformed previously troubled relationships with high-profile clients to retain 3 key strategic partnerships and increase their total customer engagement from \$1.4M to \$3.6M annually.

YELLOW AUTOMOTIVE PARTS, INC. – Chicago, IL

2006–2012

### Director of Sales – OEM Division

Aggressively recruited for a key sales executive role reporting directly to the VP of Sales & Marketing. Leveraged dynamic, highly motivational personality and robust sales acumen to deliver exceptional sales insights spurring performance gains. Redefined sales strategy to align compensation plan and outcomes with companywide business goals while retaining top-performing salespeople. Managed a \$300K expense budget while inspiring a team of 33 sales and sales support professionals.

**Led the worst-to-first transformation of a key company division, from #9 to #1 in just 6 months. Inspired a previously lackluster sales team to reverse negative trends and exceed revenue goals.**

- Won companywide Sales Leader of the Year award for 3 consecutive years.
- Generated consistent revenue growth of 15% to 34% while exceeding revenue targets (up to 123%) despite heavy market competition and a challenging economic climate.

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- Penetrated new markets, leveraging a vast network of contacts within the technology sector and the upper Midwest region to develop vibrant social and professional relationships with high-profile industry leaders.
- Elevated sales team performance to average 112% of individual sales goals (vs. 88% initially) through diverse tactics including training, one-on-one coaching, joint sales calls and restaffing.
- Motivated sales team to attain ambitious goals, with 100% of the team named to the President's Club for 5 consecutive years. Increased employee engagement from 47% to 78% over 5 years despite salary reductions.
- Trained sales professionals nationwide on key tactics to revitalize revenue, overcome objections and enrich relationships with key accounts to achieve long-term success.

GREEN TECHNOLOGY, INC. – Chicago, IL

1999 – 2006

### Sales Team Manager – Green Software Division (2002 – 2006)

Promoted to a sales leadership position based on outstanding ability to coach and motivate sales professionals, combined with stellar individual sales performance. Recruited a top-performing team of 15 sales professionals to sell the company's first software product while expanding operations into the Northeastern region (NY, NJ, NH and ME.) Personally established robust relationships with high-profile clients crucial to company's continued success. Managed a \$100K sales expense budget and an 18-member sales and support team.

**Led the most successful expansion in company history by launching a new product category that generated \$2.2M in sales within the first year, attaining 220% of the highly ambitious sales goal.**

- Increased total customer engagement from Top 10 clients \$1M+ year-over-year, for 4 consecutive years while maintaining price levels and increasing profit margins.
- Developed branding message, sales strategy, sales call techniques and telemarketing script for an innovative new product in the software sector, a new, untapped market for the company.
- Pioneered exhaustive use of Goldmine CRM (Customer Relationship Management) software to increase sales efficiency and enrich relationships with clients. Leveraged technology to improve sales call performance.

### Sales Professional – Green Software, Northcentral Region (1999-2002)

Brought on board to expand a key territory in IL, IN and MI beset by challenges including clients' loss of confidence in previous sales people and the company due to high sales turnover and underperformance. Specialized in delivering outstanding results by treating every colleague with respect and constantly striving to achieve more.

**Grew territory revenue 225% in less than 2 years by re-establishing relationships with disenfranchised former clients, winning their business and sparking referrals in lucrative new markets.**

- Won multiple awards, including nationwide Salesperson of the Year (3 times) and President's Club.
- Developed a unique sales call and presentation strategy often imitated but never equaled.

## Technology Expertise

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**Software:** Adobe Creative Suite (Acrobat, Dreamweaver, Flash, Illustrator, InDesign and Photoshop), FastTrack Schedule, Goldmine CRM, Insightly CRM, Microsoft Office Suite (Excel, Outlook, PowerPoint and Word) and QuickBooks.

**Languages:** ActionScript, Android, CSS, HTML and iOS. **OS:** Windows XP, 7, 8 & 10, MAC OSX and UNIX.

## Education & Community Involvement

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**Advanced Studies in Management Science**, 2010-2014 – NORTHWESTERN UNIVERSITY, Kellogg School of Business

**Bachelor of Science in Business Administration** – COASTAL CAROLINA UNIVERSITY

**Member:** National Society of Sales Professionals, Chicago Chapter | The Sales Management Association  
Chicago Sales Management Network | Greater Midwest Sales Consortium | Illinois & Michigan Top Sales Gurus

**Volunteer:** American Red Cross and MEND (Meet Each Need with Dignity)

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