

REGIONAL SALES MANAGER

Transforming underperforming regions into highly successful profit centers

Dynamic career in sales management with more than 12 years' success in developing and establishing new business, expanding existing accounts, and boosting profits. Results-oriented and visionary leader with proven success in revitalizing floundering regions, recruiting talent, managing client relations, and implementing strategic planning. Polished communication, presentation, negotiation, and problem-solving skills.

PROFESSIONAL EXPERIENCE

UNIVERSAL GROUP, Houston, TX **6/1997 – Present**
(Largest U.S. nationwide property & casualty company specializing in the auto industry)

Regional Sales Manager (Cincinnati, OH, 1/2005 – Present)

Challenge: Lead turnaround of struggling Ohio region. Return region to profitability and elevate last-place ranking from #27 out of 27 regions in the company, nationwide.

Action: Established a culture of professional excellence; identified and initiated business development strategies within region; changed processes for prospecting and managing client relationships while restoring failed relationships; revamped talent team through selective recruitment, replacement, and training.

Results: Transformed region to #1 ranking in 2008, currently #1 through October 2009, surpassing revenue, profitability, and customer satisfaction objectives.

- Profitably grew and managed more than \$40M book of business.
- Captured 70% of dealers in Ohio market.
- Increased F&I (finance and insurance) book of business by more than 800%; increased P&C (property and casualty) book by approximately 50%.
- Led office to #1 in the country in CSI (customer service index) with a 97 index.
- Developed award-winning team of 10 Account Executives:
 - Entire team achieved *President's Club Awards* in 2008.
 - 24 total *President's Club* wins since 2005 vs. 0 in prior four years.

Account Executive (Denver, CO, 6/1997 – 12/2004)

Challenge: Build sales in competitive market and revitalize underperforming territory.

Action: Increased sales by actively prospecting for new business, providing superior levels of service, and cultivating new and existing relationships.

Results: Built the largest books of business in the Western Division. Successfully increased F&I from \$200K to \$3.5M and P&C from \$1.5M to >\$7M.

- Named 2003 "*Account Executive of the Year*" (#1 in the country).
- Achieved four *President's Club Awards* and three *Top Gun Awards*.

Additional Corporate-Wide Contributions:

- Implemented and redesigned sales pay plan to align with company objectives and identify / incentivize top sales performers.
 - Trained new hires to ensure favorable sales performance.
 - Selected as part of 5-member team that developed and designed highly effective sales training program.
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EDUCATION

B.S., Economics, 1997
The Ohio State University, Columbus, Ohio