**CHRISTINA ROBINSON RACE**

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**PASSIONATE VICE PRESIDENT OF SALES**

VP of Solutions • Director Of Sales • VP of Account Management • Account Executive

Sales Lifestyle Management • Sales Leadership • Account Management • Marketing Management

Increased Brand Awareness • Optimized Revenue • Improved Retention • Grew Customer Base

“Go-Getter” of the Year Award • Springfield Business Journal's 40 Under 40 Award • PM Training

**WORK EXPERIENCE**

**Southwest Utility Solutions March 2022 - Dec 2022**

**Vice President of Solutions**

* Increased brand awareness by 200% and designed and implemented a strategy to accelerate revenue, client acquisition, and retention.
* Created sales plan execution, resulting in a sales launch to the national multifamily/property management market to clients with over 20,000 units and NMHC Top 50 Owners/Managers.
* Spearheaded nationwide marketing campaign using HubSpot CRM, social media, trade shows, industry conferences, associations, and networking events.
* Launched multiple industry LinkedIn groups, industry podcasts, and social media marketing.
* Developed sales processes, workflows, and forecasting and integrated into HubSpot CRM.
* Participated on the Executive Leadership Team, focusing on National Sales and Marketing.

**Trusthab, CIMA Group June 2021 - March 2022**

**Senior National Sales Manager Trusthab**

* Increased the size of the department 50% by recruiting, hiring, and training new sales staff.
* Initiated and negotiated preferred partnership agreements with the top 2 industry targets.
* Introduced and directed a new vertical and sales team for the multifamily industry.
* Provided leadership, development, and execution of short- and long-term sales focus, pipeline creation/maintenance, and sales forecasting and budgeting.
* Researched, planned, and implemented trade shows, conferences, networking, and client events to facilitate brand awareness, business development, and new client growth.
* Developed and implemented sales processes, methodologies, and training to optimize growth.
* Collaborated with Product Development teams in the growth of new products and services, including a service to provide clients with rebate and incentive opportunities.

**Realpage April 2019 - May 2021**

**Strategic Account Manager, Solutions Account Manager**

* Created and closed sales proposals over $1M ACV while shortening the sales cycle.
* Achieved 100% client retention rate by addressing and resolving customer concerns.
* Increased sales by 15% to 40% with all clients through consultative selling and effective customer solutions, and promoted business opportunities and product line expansion.
* Increased ACV by 40% and identified value proposition and client savings after implementing recovery uplift recommendations and provided reporting justifying ROI on add-on sales.
* Cultivated relationships with C-level and Enterprise clients to provide utility management, benchmarking, and utility spend reduction products and solutions in a SaaS industry.

**Conservice April 2009 - May 2019**

**National Accounts Manager**

* Doubled the utilization and revenue of most clients to optimize company profitability.
* Created monthly reporting and account reviews to review annual performance and deliver recommendations and strategic direction for add-on business and product solutions.
* Analyzed budgets, benchmarking projects, and savings relative to green initiatives implemented during the prior reporting periods.
* Built relationships with cross-functional teams, including resident billing, legal/regulatory, vendor bill processing, and payment, to provide clients with streamlined solutions.
* Created a new client-driven product and assisted with implementation and rollout to the client.

**OCUIS May 2004 - April 2009**

**Client Relations Manager**

* Developed and maintained positive client relationships and attracted new clients through internal and external sales and marketing with C-level contacts.
* Ensured proper implementation of new clients and accounts to maximize growth.

**TECHNOLOGIES, AWARDS, PROFESSIONAL DEVELOPMENT, & AFFILIATIONS**

**Technologies:** LinkedIn Sales Navigator, Salesforce, HubSpot, Slack, Google Workspace

**Awards:** 2022 Atlanta Apartment Association “Go-Getter” of the Year Award; Springfield Business Journal's 40 Under 40 award; Published multiple articles in industry-related publications

Spotlighted as a LetHub “Voice of Multifamily.”; Featured on multiple podcasts, including the Multifamily Women’s Podcast

**Professional Development:** Completed Project Management Training and Professional Development Courses in Sales, Leadership, Account Management, Customer Success, Process Improvement, DEI, and Time Management.

**Affiliations:** Founding Board Member, Contributing Author, Technical Advisor, Sales Consultant, and Events Planner for Springfieldmoms.org