

OVERVIEW: Dynamic and entrepreneurial Business Development Leader with a proven record of driving growth, expanding market presence, and strengthening client relationships across multiple industries. Proven ability to build and manage territories, launch new ventures, and cultivate long-term client relationships through strategic outreach, consultative selling, and exceptional customer service. Adept at analyzing client needs, proposing tailored solutions, and leveraging technical knowledge of equipment and operations to enhance customer efficiency and satisfaction. Known for blending strategic foresight with hands-on leadership to optimize revenue, streamline operations, and deliver measurable business results.

SUMMARY:

Business Development Innovative and results-driven professional with a strong history of expanding market territories, securing new partnerships, and driving revenue growth across competitive industries. Adept at identifying high-value opportunities, developing tailored sales strategies, and executing tactical initiatives that generate measurable results.

Sales Operations Management Accomplished in overseeing complete sales operations from prospecting to post-sale follow-up, ensuring seamless execution and consistent alignment with business objectives. Proficient in utilizing CRM systems such as Salesforce, CDK, and Goldmine to manage pipelines, forecast performance, and drive business results.

Customer Relationship Management Dedicated to fostering strong, trust-based relationships with clients through consultative selling, responsive communication, and exceptional service delivery. Demonstrates a natural ability to engage with decision-makers, negotiate mutually beneficial agreements, and strengthen loyalty through proactive account management.

Organizational Leadership Proven leader with a track record of aligning business development and sales initiatives with overarching company goals. Brings strategic foresight to market planning, complex projects management, partnership cultivation, and operational direction. Experienced in leading cross-functional teams to achieve performance excellence.

KNOWLEDGE & EXPERTISE:

- Business Development
- Territory Expansion
- Field Sales Execution
- Strategic Communication
- Cold Calling & Prospecting
- Client Engagement
- Sales Improvement
- Market Penetration
- Project Management
- Account Management
- Revenue & Profit Maximization
- Cross-functional Collaboration
- B2B & Industrial Sales Leadership
- Heavy Equipment Sales & Rentals
- Customer Relationship Management

PROFESSIONAL EXPERIENCE: **McCANN INDUSTRIES (Heavy Construction Equipment Sales & Rentals)** 2023 to Present
Sales Representative

• Develop assigned territory to drive the sales of new and used equipment and rental sales.

• Plan and execute field sales through scheduled meetings, new business prospecting and cold call job site/office walk ups.

• Conduct on-site consultations recommending optimal equipment and attachments tailored to project needs.

• Deliver live demonstrations of machines and attachments to showcase value.

• Ensure consistent performance in key areas of focus including account management, new business prospecting, effective CRM utilization and product training.

Highlights

- ◊ Leverage CRM tools including Salesforce, Sales Link, Goldmine, TDF, and CDK for data-driven pipeline management.
- ◊ Maintain deep product knowledge of equipment specs and emerging technologies in the market to recommend solutions that boost customer efficiency.
- ◊ Establish and maintain relationships with all customers and form new partnerships through networking, cold calling and after-hours events to expand partnerships.

LAND TO LAKE CHARTERS, LLC (www.mynameisjeff.com) 2022 to 2025
President/ Master Captain

• Operated and managed a fleet of charter boats with full accountability for safety, maintenance, and customer satisfaction.

• Administered detailed pre- and post-charter inspections of vessels, ensuring full compliance with maritime safety standards.

Highlights

- ◊ Managed bookings, schedules, and finances to maintain operational efficiency and customer experience.
- ◊ Independently promoted services through both digital marketing and face to face using marketing stands in high traffic areas to attract the proper target audience.

JPW VENTURES, LLC 2020 to 2022
President

• Oversaw full management of 30 residential units, demonstrating commitment to delivering exceptional service and maximizing property value.

• Effectively managed residential properties including leasing, tenant relations, rent collection and property maintenance.

• Balanced budgets, analyzed expenses, and implemented financial controls to maximize profitability.

Highlights	JPW VENTURES, LLC (Continue)...		
	◊ Stayed updated on local rental market trends, pricing and regulations to optimize rental rates and property value. ◊ Demonstrated comprehensive understanding of property maintenance, ability to coordinate repairs and ensure compliance with safety regulations. ◊ Implemented effective marketing strategies focusing mostly on free online advertising, maintaining 100% occupancy through tenant retention strategies.		
Highlights	UNITED RENTALS 2017 to 2020		
	Territory Manager • Drove rental and sales growth of construction equipment throughout downtown Chicago. • Visited project sites to advise clients on equipment choices to optimize productivity. • Presented an extensive range of product and service offerings tailored to client needs. • Partnered closely with branch teams to guarantee customer satisfaction and contract fulfillment.		
	◊ Boosted customers productivity and profitability by guiding them through the UR Control system. ◊ Secured and managed key accounts/ jobsites by identifying strategic opportunities and developing customized plans.		
Highlights	BEYOND TRUCKING INC. 2016 to 2017		
	Owner/Operator • Designed strategic sales initiatives to attract clients requiring daily straight-truck logistics services. • Prospected potential customers by identifying branded fleet operators and initiating targeted outreach.		
	◊ Reduced fuel and DEF operating expenses by more than 10% monthly through bulk purchasing. ◊ Determined cost factors of business operation and implemented measures to cut cost and increase profitability. ◊ Captured high-value accounts including a Harley Davidson parts manufacturer through persistence and relationship-building.		
Highlights	PATTEN CATERPILLAR 2014 to 2016		
	Rental Sales/ Wrigley Field Rental Equipment Project Manager • Directed Chicagoland rental division operations covering rental sales of Heavy equipment, aerial lifts, and allied products. • Conceptualized and executed marketing and sales strategies to promote products and services through outlets such as social media, tradeshow and networking events.		
	◊ Expedited and managed contracts such as Wrigley Field 1060 Project, Bloomingdale Trail, CTA Red Line and Maggie Daley Park. ◊ Trained customers on proper operation of heavy machinery, aerial equipment and allied fleet which helped promote safety and proper maintenance of machines.		
Highlight	M.W.O.S XEROX 2013 to 2014		
	Account Manager • Leased and sold Xerox technology and services into the commercial and government sector with accounts such as Elmhurst College and Goya Foods. ◊ Demonstrated proficiency in conducting client current state studies, business proposal writing skills and training.		
EARLIER CAREER:	• A.T.I Physical Therapy • BeyondFitnessChicago.com • Xsport Fitness • Bally Total Fitness	- Regional Fitness Director - Owner/Fitness Trainer - Certified Personal Trainer - Certified Personal Trainer/Retail Store Manager	2012 to 2013 2008 to 2012 2005 to 2008 2002 to 2005
EDUCATION:	CATERPILLAR UNIVERSITY <i>Elmhurst, IL</i> College of CAT equipment sales and marketing, Customer Service, Operator Training and Safety, Certified CAT Sales Professional. Certified Aerial training instructor <i>Conferred 2014</i>		
	XEROX UNIVERSITY (College of Marketing and Distribution) <i>Itasca, IL</i> Certified Sales Professional <i>Conferred 2013</i>		
	ELMHURST COLLEGE <i>Elmhurst, IL</i> Bachelor of Arts in Physical Education/Kinesiology <i>Conferred 2011</i>		
LICENSURE & CERTIFICATION:	• USCG Merchant Mariner Master Captain License <i>Chicago, IL</i> – Highest rank USCG Boat Captain able to transport up to 149 passengers <i>2021</i> • Aerial Lift/ Forklift Instructor Certification <i>Chicago, IL</i> – Able to certify operators on safety and proper use of aerial equipment <i>2017</i>		
TECHNOLOGY:	• CRM Salesforce, Sales Link, Goldmine,TDF and CDK		