

Name

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## Strategic Business Development Manager

◆Strategic Business Development & Relations ◆Volunteer & Staff Management ◆Project Management  
◆Customer Relations ◆Organizational Leadership ◆Vendor & Contract Negotiations  
◆Non-Profit & Fundraising ◆Membership Sales ◆Marketing & Branding

Highly motivated and dynamic results-driven professional with over 20 years of proven success in business development. Three years of experience driving non-profit initiatives to expand business growth including, association membership development, budgeting, fundraising, marketing, vendor negotiation/management, resource leadership and event planning. Proven track record for exceeding sales and revenue goals as well as driving successful event attendance results. Adept at working in a fast-paced, high-growth, team-based environment with excellent organizational skills in demanding and dynamic environments. An enthusiastic, dedicated and loyal employee, who always goes the extra mile to ensure exemplary results. Energetic self-starter who is highly networked, along with expert client building and relationship management skills to foster and sustain long-term rapport.

### Areas of Expertise:

- 20+ years of successful sales, marketing and business development experience.
- 12+ years of established success interfacing the business community in the technology industry.
- Extensive people, project, operations, sales budget and timeline management.
- Exceptional talent at creating, implementing and executing profitable fundraising events.
- Active participant in fostering success within the entrepreneurial community.
- Adept at organizing and conducting notable public presentations, proposal writing, press releases and creating marketing campaigns.
- Competent and effective sales, contract and vendor negotiator with demonstrated success reducing costs and increasing profits.
- Successful at membership, sponsor, event sponsorship and trade show/exhibit booth sales.
- Poised and confident with all levels of and organizations including investors, executives, Board Members and associates.

### Professional Experience:

#### XYZ Company

2006 – Present

#### Job Title: Director

- Serve as the organization's chief fundraiser by securing and maintaining event sponsorships as well as ensuring partner satisfaction and on-going support.
- Drive all aspects of programs and events including marketing, vendor relations, membership drives, strategic planning and networking as well as securing sponsors, keynote speakers, venues, and caterers.
- Accountable for volunteer management (150+ staff) and day-of-event organization.
- Proven track record of cultivating positive external alliances with corporate and philanthropic sponsorships.
- Spokesperson and community relations as a liaison between local businesses, media and community and government entities. Talented at building strong business partnerships, encouraging volunteer involvement and increasing visibility for the organization.
- Provide leadership by creating and modifying short and long-range strategic plans to develop and implement new events.
- Educate and consult with individuals and organizations to sell new memberships and build Association participants.
- Increase membership base of 500+ members as well as organize the database records. Renew expired members as needed.
- Successful at collaborating with board members, donors and community leaders; ability to build a portfolio of corporate and foundation donor prospects as well as request donations from organizations.
- Prepare and conduct contract negotiations for new business, including proposal and RFP responses.
- Coordinate all aspects of 40-60 multiple corporate events from inception to execution.
- Founder of the largest annual fundraising event for the organization - C Level@Mile High. The inaugural event in 2007 **netted over \$30K in profit**. Subsequent to 2008, event grew to 800 attendees and **net profits increased to over \$280K**. Member of the Steering Committee for the 2009 event. This event resulted in an increase in corporate memberships, a higher level of visibility with corporate, government and educational leaders and significantly increased business to business activity.
- Accountable for planning, marketing, sales, and vendor/contract negotiations. Event was designed to showcase the innovation and entrepreneurial spirit of Colorado businesses.

**XYZ Company**

**2007 – 2008**

**Job Title: Business Development Manager**

- Engaged and connected IT professionals of all levels with local businesses in permanent and contract positions.
- Increased annual revenues/sales in existing core accounts and added new accounts through corporate outreach activities such as face to face meetings, phone and cold call campaigns, as well as email and direct mail campaigns.
- Added key new clients such as Jeppesen, EMC, BI, CHFA and Incentra Solutions.

**XYZ Company**

**2005 – 2007**

**Job Title: Account Manager**

- Built relationships by calling on decision-makers throughout the client organization. Transferred relationships from previous positions. Expanded existing professional network by attending IT user groups, educational industry seminars, networking events and collaborated with other industry leaders.
- Earned award for opening the most new accounts in the company in 2005, consistently achieved quotas for revenue and gross profit.
- Sourced business with new clients to increase customer base: EMC, EchoStar, Boston Market, Ball Manufacturing, United Agri Products and RR Donnelly.
- **Generated annual revenue of \$4M with gross margins of 45%**; achieved position in the 19<sup>th</sup> Top Performer's Club.
- Engaged the original "Project Team" which led to more than **\$1.5M in revenue** for the region.

**XYZ Company**

**2003 – 2005**

**Job Title: Interim Branch Manager/Account Manager**

- Conducted new business acquisition and operations management for medical IT staffing firm. Managed P&L, staff development and client relationships.
- Increased head count, gross profit, and company visibility across all market segments; developed new business with large organizations such as EchoStar, IBM, Ball Corporation and Coors.
- Negotiated profitable contracts to achieve gross margins; coordinated all vendor relationships and pricing agreements.
- Managed training and staff productivity for Account Managers, Technical Recruiters and office personnel.
- Accountable for sales expenses, corporate expenses and **revenue targets in excess of \$10M.**

**XYZ Company**

**2002 – 2003**

**Job Title: Business Development Manager**

- Conducted business-to-business sales for leading professional employer organization. Focused on executives at companies with 20-200 employees.
- Ascertained client needs to develop and position and customized financial proposals.

**XYZ Company**

**2001 – 2002**

**Job Title: Professional Services Partner Manager**

- Engaged and managed technical resources across seven regional offices for provider of storage hardware and software solutions.
- Merged existing and new vendors to one centralized point. **Achieved successful projects in excess of \$5.5M per quarter.**
- Coordinated local, regional, and national partnerships. Identified skilled resources to provide security, networking, and storage related disciplines.
- Assessed project scope and analyzed requirements. **Reduced expenses by \$150K on quarterly invoice payments of \$3.4M.**

**Previous Experience:**

**XYZ Co**

**1997 – 2000**

**Job Title: Account Manager**

**Education:**

**Bachelor of Arts in Journalism**  
Colorado State University

Fort Collins, CO