

# Richard S. Billingsley

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## Executive Sales & Marketing Leader | Driving Strategic Growth, Revenue Expansion & High-Performing Teams

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### Professional Summary

Executive-level sales, marketing, and management professional with 25+ years of experience leading domestic and international sales operations, strategic marketing initiatives, and high-performing sales teams.

Proven record of revenue growth, new market penetration, and organizational turnaround.

Skilled in key account management, product launches, digital strategy, and team mentoring. Recognized for building scalable sales organizations and exceeding multi-million-dollar sales targets consistently.

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### Core Competencies

- Executive Sales & Marketing Management | Strategic Planning & Market Expansion
  - New Product Development & Launch | Sales Proposal & Presentation Development
  - Domestic & International Sales | Key Account Management & Client Retention
  - Team Leadership, Recruitment & Mentoring | High-Performing Sales Force Development
  - Competitive Market Analysis | Business Turnarounds & Start-Up Ventures
  - Digital Strategy & Website Management | Salesforce, Microsoft Office, Adobe Suite
  - Tradeshow & Event Representation | Pricing Negotiation & Contract Management
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### Software Skills

- Microsoft Office Suite
- Salesforce
- SAP

# Professional Experience

## Rexcom Forbay Corporation – Chicago, IL

### Corporate Sales Director | 01/2011 – Present

- Recruited to lead strategic turnaround after \$17.6M revenue decline; revitalized domestic and international sales operations.
- Built and scaled a 14-person high-performing sales team; all exceeded quotas, averaging 137% of targets.
- Directed marketing strategy and collateral development with external agencies to strengthen brand presence.
- Launched sales enablement tools and technical training programs, improving product knowledge and team effectiveness.
- Redesigned corporate website, growing digital sales from 1% to 27% within one year; received "Star Award."
- Led new product development and launches, adding \$19.6M in combined revenue (2014–2016).
- Managed top client accounts contributing 27% of total revenue; implemented new sales presentations to improve deal closing.
- Oversaw commercial operations including Sales Manager, Marketing Director, and 50+ distributors, achieving \$13.7M revenue growth in 2015.

## Taxom Enterprises – Columbus, OH

### Vice President of Sales | 08/2000 – 01/2011

- Rapidly promoted from Sales Representative → Sales Manager → VP due to exceptional performance.
- Led 400% company sales growth over 11 years, achieving \$64.2M in revenue by 2010.
- Developed and executed short- and long-term sales and marketing strategies to increase market share.
- Exceeded annual sales goals consistently (2001–2010), with growth up to 42% above target.
- Turned around underperforming operations, restoring profitability within 14 months through strategic hiring and team development.
- Implemented internal technical training and sales mentoring programs, improving team knowledge and performance.
- Developed online reorder system for existing clients, boosting retention and repeat business.

## UX, Inc. – Los Angeles, CA

### Sales Manager | 05/1994 – 08/2000

- Promoted from Account Executive to Sales Manager after securing a \$34M U.S. Air Force government contract.
  - Managed and mentored a team of five Account Executives; team achieved 162% of collective quotas.
  - Designed and implemented comprehensive training programs, driving record-breaking sales of \$19.7M in 1998.
  - Managed bid proposals for government contracts, achieving 100%-win rate on military procurement deals.
  - Cultivated high-level client relationships, expanding UX, Inc.'s defense sector presence.
  - Recognized as "Top Salesperson" and earned President's Club honors annually (1994–2000).
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## Education

- **MBA** – University of California, Los Angeles (UCLA)
- **Bachelor of Science in Business Administration** – California State University, Northridge, CA
- **Executive Management Program** – University of North Carolina, Chapel Hill, NC
- **Leadership Training** – University of Michigan, Ann Arbor, MI
- **Management Effectiveness Training** – University of Chicago, Chicago, IL