

Richard S. Billingsley

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Profile

Executive-Level Sales, Marketing & Management Professional

with strong skills and expertise in the following areas:

- Executive Sales & Marketing Management
- Strategic Planning
- Building & Maintaining Distribution Network
- Hiring & Motivating Salesforce
- Marketing Strategy Development & Implementation
- Website Creation/Management
- Key Account Management

Summary / Strengths

- **Background encompasses extensive executive-level professional experience** utilizing a strong work ethic and a commitment to meeting and exceeding organizational sales objectives.
- **Strengths:** Strong leadership/motivational skills (able to lead and motivate individuals to reach desired objectives); excellent communication/interpersonal skills (adept at building and maintaining positive relationships with key client decision-makers); skilled at mentoring/employee development; goal-oriented.

Core Competencies

- Driving Strategic Growth
- Motivating & Managing Sales Teams
- New Market Development
- Sales Presentations to "C" Level Executives
- Competitive Market Analysis
- Negotiating Price/Terms
- Problem Identification & Resolution
- Relationship-Building
- Start-Up Ventures
- Domestic & International Sales
- New Product Launches
- Increasing Sales Revenues
- Sales Proposal Development
- New Product Development
- Research
- Tradeshow Exhibitions
- Maintaining Existing Accounts (Client Retention)
- Product Branding
- Business Turnarounds
- Word, Excel, PowerPoint, Salesforce, Adobe Products

Education

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

Professional Experience

► **Rexcom Forbay Corporation**, Chicago, IL

January 2011 to Present

Corporate Sales Director - Sales & Marketing

- Recruited from top industry competitor to lead a strategic turnaround following a \$17.6M revenue decline in 2010; revitalized domestic and international sales operations for this global manufacturer and supplier of advanced electronic control systems across multiple industries.
- Built and scaled a high-performing sales force by hiring, training, and mentoring 14 new sales professionals, all of whom exceeded sales quotas, averaging 137% of assigned targets.
- Directed marketing strategy and execution, collaborating with external agencies to develop all promotional materials and collateral.

- Launched comprehensive sales enablement tools and technical training programs, significantly improving product knowledge and sales effectiveness against competitors.
- Redesigned company website, growing digital sales contribution from 1% to 27% within a single year; recognized with the "Star Award."
- Led new product development efforts in partnership with engineering; introduced 3 tailored products to a major client, increasing account revenue by \$9.2M in 2014.
- Managed global product launches, including a 2016 European release that generated \$10.4M in new revenue.
- Conducted market research and competitive analysis, identifying new branding strategies and penetrating underserved market segments.
- Oversaw key account management for top three clients, accounting for 27% of total company revenue in 2014.
- Developed new sales presentations and pitch decks, enhancing deal closing rates across the sales team.
- Directed all commercial operations, including hiring and managing a Sales Manager, Marketing Director, national sales team, and a network of over 50 distributors—contributing to \$13.7M in revenue growth in 2015, surpassing the previous year by \$6.02M.

► **Taxom Enterprises**, Columbus, OH

August 2000 to January 2011

Vice President of Sales

- Promoted rapidly through the organization, from Sales Representative to Sales Manager in 2002, and then to Vice President of Sales in 2006 due to consistently outstanding performance and leadership for this leading U.S.-based manufacturer of electronic control systems serving diverse industries.
- Led company sales growth of 400% over an 11-year period, culminating in record sales of \$64.2 million in 2010.
- Designed and executed short- and long-term strategic sales and marketing plans to drive revenue growth and market share.
- Consistently exceeded annual sales targets: 13% above goal in 2001, 17% in 2003, 21% in both 2004 and 2005, 16% in 2006, 42% in 2008, and 36% in 2010.
- Successfully turned around underperforming sales operations, restoring company profitability within 14 months through strategic hiring, team development, and goal alignment.
- Built and led a dynamic, high-performing sales team by implementing a comprehensive training and mentoring program, introducing sales incentives, and fostering a positive team culture.
- Created and implemented an internal continuing education program to provide in-depth technical training to sales staff, improving product knowledge and client confidence.
- Spearheaded the development of an online automatic reorder system for existing customers, increasing repeat business and customer retention.
- As Sales Manager, led the team to an average annual sales increase of 18%.
- As Sales Representative (2000-2002), recognized as the company's top performer, awarded "President's Club" honors and a sales trip to Hawaii.
- Recognized for sales leadership with a doubling of total compensation between 2001, reflecting the company's success and revenue growth under sales leadership.

► **UX, Inc.**, Los Angeles, CA

May 1994 to August 2000

Sales Manager

- Promoted from Account Executive to Sales Manager within two years after securing the largest government contract in company history: a \$34 million deal with the U.S. Air Force for this U.S. manufacturer of electronic avionics equipment, serving military and defense clients, including the U.S. Air Force.
- Led a team of five Account Executives, developing each into a top-tier performer; the team consistently achieved 162% of collective sales quotas.
- Designed and implemented a comprehensive training and mentoring program that resulted in a record-breaking sales year of \$19.7 million in 1998.
- Managed and prepared all bid proposals for competitive government procurement processes, contributing to high win rates in defense contract bidding.
- Cultivated strong, trust-based relationships with high-ranking military personnel, leading to 100% award rate on military contracts during tenure as Sales Manager.

- Recognized as "Top Salesperson" for two consecutive years as Account Executive and earned "President's Club" honors annually from 1994 to 2000 for outstanding sales performance.
- Played a key role in expanding the company's military client base and positioning UX, Inc. as a preferred vendor for electronic avionics systems within defense sectors.

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