
A Business Development Specialist / A Creative Sales Leader / A Relationship Builder

Career Objective:

I look forward to elevating your sales team to the next level in revenues & market share with my creative, innovative, profit-driven Sales System.

Dynamic, entrepreneurial sales management strategist with a 15+ year record of achievement while providing award-winning sales leadership in a highly competitive media environment. Adept at driving growth of company revenues and improving sales-team performance. Exceptional mentor and coach. Tenacious in building new business, securing customer loyalty, and forging strong relationships with external business partners.

Core competencies include:

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| • Strategic Market Positioning | • Negotiating Skills | • Key Client Retention |
| • Solution Selling Strategies | • Territory Growth/Development | • Organizational Leadership |
| • Team Building | • High-Impact Sales Presentations | • Maximizing Profitability |

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| | PROFESSIONAL EXPERIENCE | |
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**MAJOR ACCOUNTS SALES MANAGER, 2008 - PRESENT
NEW YORK DAILY NEWS, 450 W. 33rd St., NY NY 10001**

The Daily News is the largest newspaper (Daily & Sunday) in the New York D.M.A. & 5th largest newspaper in the United States

Manage major retail accounts throughout the Tri-State Area. Meet and exceed monthly sales quota objectives by acquiring new account and maximizing current accounts. Call on top levels of organizations to sell The N.Y. Daily News diverse array of advertising products to foster new business and further penetrate existing accounts. Generate new business in New York market through prospecting, cold-calling, networking and generating leads and referrals. Negotiate pricing and contracts. Provide existing customers with the highest standard of customer service. Coordinate with sales support team to fulfill and service accounts.

Constantly promote The New York Daily News as the market leader in the newspaper industry. Resolve customer issues in a timely and empathetic manner. Train sales force on how to creatively sell all aspects of the Daily News Advertising Menu and the key points to close customers.

Participate in training opportunities on products (newspaper, pre-prints, ethnic products, and internet) and attend sales meetings. Represent company at trade association meetings to promote The N.Y. Daily News position as the leader in the New York marketplace. Always looking to increase the N.Y. Daily News presence in the community by developing relationships through numerous sources. Oversee sales and business development functions of sales unit, key account management, customer relationship development, contract negotiations, order fulfillment, P&L and budgetary responsibilities. Provide cross-functional team training, coaching, and mentoring to sales reps.

**SALES MANAGER, 1993 - 2008
NEW YORK DAILY NEWS, 450 W. 33rd St., NY NY 10001**

Oversee all sales and business development functions of sales team, key account management, customer relationship development, contract negotiations, and order fulfillment. Hold P&L and budget responsibilities.

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Provide cross-functional team training, coaching, and mentoring. Developed an innovative, creative Sales System so my unit could generate revenues and function at peak performance - both in and out of office. Train each Account Executive individually and via group sessions on the numerous techniques to be productive & successful at selling ad space. Built a substantial database of potential customers to target new accounts. In field with reps to monitor & coach team on the various techniques of closing customers. Educate them how to be self-sufficient both in & out of the office. Developed an Advertising Sales Menu so reps would have a diverse range of advertising options that cater to small, medium & large businesses. Created A Sales Training Manual to help reps improve their sales skills. Always extol to group members the value of building & maintaining strong, quality relationships with agencies & clients. Design, implement, and adjust sales plans and programs in the New York D.M.A to maximize revenues.

Selected Achievements:

- ❑ Built a sales team of skilled reps since 1993 from ground zero that service accounts throughout the Tri-State Area.
- ❑ Currently service accounts in retail, national, entertainment, healthcare & Internet environments.
- ❑ Have increased revenues consistently every year for 15 straight years becoming one of the most profitable divisions in the company.
- ❑ Structured a Sales System where I train reps to: creatively find new accounts, satisfy and grow their existing customer base, overcome tough objections, close tough deals to New York's street-savvy retailers, create sales presentations that sparkle, interface with ad agencies, create quality eye catching ads that generate store traffic, teach reps to soar above yearly sales goals and coach individuals with no little or no experience to be successful in the world of advertising sales.
- ❑ Created Special Sections (Example: Elder Care, White Plains Today, A Salute to New Rochelle) throughout the years to attract new niche markets.
- ❑ Grew advertising revenues in geographic markets (New Jersey, Long Island & Westchester) where The N.Y. Daily News is not the market leader.
- ❑ Currently sell Internet Advertising (pay-per click, ad links, banner & tile ads) to a diverse customer base throughout the Tri-State area.
- ❑ Currently working with Yahoo on brand development technologies to help maximize internet revenues.
- ❑ Initiated a program with Circulation Dept. to promote Front Page Wraps.

Recent Revenue Accomplishments:

- ❑ Increased revenues **49.2%** in 2002 over 2001.
- ❑ Increased revenues **25.1%** in 2003 over 2002.
- ❑ Increased revenues **24%** from 2004 over 2003.
- ❑ Increased revenues **39%** in 1st quarter of 2004 over 2003
- ❑ Increased revenues **17.6%** in 2nd quarter of 2004 over 2003
- ❑ Increased revenues **60.6%** in 3rd quarter of 2004 over 2003
- ❑ Increased revenues **14.8%** in 4th quarter of 2004 to 2003.
- ❑ Increased revenues **55.1%** in 1st quarter of 2005 over 2004
- ❑ Increased revenues **25.5%** in 2nd quarter of 2005 over 2004
- ❑ Increased revenues **18.3%** in 3rd quarter of 2005 over 2004
- ❑ Increased revenues **16.2%** in 4th quarter of 2005 over 2004
- ❑ Increased revenues **12.4%** from 2005 over 2004.
- ❑ Increased revenues **5.2%** in 1st quarter of 2006 over 2005
- ❑ Increased revenues **4.6%** in 2nd quarter of 2006 over 2005
- ❑ Increased revenues **7.2%** in 3rd quarter of 2006 over 2005
- ❑ Increased revenues **6.5%** in 4th quarter of 2006 over 2005
- ❑ Increased revenues **10.1%** in 1st quarter of 2007 over 2006
- ❑ Increased revenues **6.1%** in 2nd quarter of 2007 over 2006
- ❑ Increased revenues **15.5%** in 3rd quarter of 2007 over 2006
- ❑ Increased revenues **12.5%** in 4th quarter of 2007 over 2006
- ❑ Increased revenues **6.5%** in 1st quarter of 2008 over 2007
- ❑ Increased revenues **7.3%** in 2nd quarter of 2008 over 2007
- ❑ Increased revenues **5.7%** in 3rd quarter of 2008 over 2007

- ❑ Increased revenues **4.3%** in 4th quarter of 2008 over 2007
- ❑ Increased revenues **4.9%** in 1st quarter of 2009 over 2008
- ❑ Started program with **\$0 dollars** in revenue in 1993.
- ❑ These figures do not include accounts that were turned over to in-house staff.

OWNER, 1978 - 1993

J.J.J. & K. Inc. Inc – Kew Garden Hills, NY

Owner of food-service operations and catering concern...

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| | EDUCATION & TRAINING | |
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Master of Business Administration (MBA), 1982 – Adelphi University-Garden City, NY (3.5 G.P.A.)

Bachelor of Arts (Business Administration), 1978 – St. Joseph's College, Standish, ME

Professional Development Courses:

Dale Carnegie Sales Training

Software Applications:

Proficient in Salesforce, Word, Excel, Power Point, Publisher, Photoshop & DVD Creation.