

# SAMPLE RESUME

AUSTIN, TX ▪ 641.351.9492 ▪ mary@resumeassassin.com ▪ www.linkedin.com/in/mary-southern

## BUSINESS DEVELOPMENT MANAGER

SALES & BUSINESS GROWTH + TEAM LEADERSHIP + SAAS TECHNOLOGY SOLUTIONS

**DYNAMIC SALES LEADER** with a proven track record of building, developing, and leading a top business development team to build strategic partnerships, expand the sales pipeline, and drive **\$100M+ in revenue** for a rapidly growing company. Serve as thought leader in defining partnership strategies, executing GTM plans, and maximizing the user experience.

### STRENGTHS & COMPETENCIES

- ◆ New Business Development
- ◆ Performance Management
- ◆ Budgets & Compensation Plans
- ◆ Product Enhancements
- ◆ Hiring, Coaching, & Development
- ◆ Account & Market Share Growth
- ◆ Forecasting, Planning, Negotiation
- ◆ Prospecting & Sales Enablement
- ◆ Strategic Partnerships & Alliances
- ◆ Go-To-Market Strategies
- ◆ Data-Driven Improvements
- ◆ B2B Software & SaaS Platforms

### PROFESSIONAL EXPERIENCE

SAMPLE COMPANY | Austin, TX | 2016-Present

#### Business Development Manager, 2019-Present

Promoted to build, scale, coach, and lead a top team of 30 Business Development Managers in building a funnel of sales prospects, expanding the partner ecosystem, exceeding sales goals YoY, and delivering top line growth. Define programs, training, and incentives to drive sales enablement and velocity. Manage budgets, forecasting, and report KPI's to executive leadership. Work cross-functionally to enhance products, boost the user experience, and drive adoption.

- **Lead team to increase sales growth YoY driving \$35M in 2019, \$70M in 2020, and on target to achieve \$100M+ in 2021.** As a result, earned recognition as the fastest growing sales team organization-wide.
- **Won two of the largest accounts in company history (\$50M ARR)** securing two major Fortune 25 companies.
- **Delivered \$40M in net new recurring revenue by spearheading the healthcare and technology division** which captured previously untapped markets and expanded product adoption and garnered strategic fit with new clients.
- **Exceed personal and team quota 110% YoY** by forging strong B2B relationships and continually improve sales and business development plans to penetrate new markets.
- **Improve buyer engagement by serving as trusted advisor in implementing cloud-based logistics solutions** that enable advanced analytics and reporting to deliver deep insights into shipping activity.
- **Source, engage, and build customer channels** by prospecting new business opportunities and championing stakeholder communications to drive business growth.

#### Senior Account Executive, 2016-2019

Quickly promoted from Account Executive to identify and capitalize on opportunities to drive account growth for SMB through enterprise corporations. Managed complex sales cycles, pipeline development, market analysis, and forecasting. Built quick rapport with decision makers capitalizing on changing markets and digital disruption to drive transformation.

- ◆ **Crushed sales goals YoY generating \$40M in ARR across seven key enterprise accounts**, leveraging network to scale personal portfolio to 25 active accounts, and managing a \$4.5M book of business spanning 20 verticals.
- ◆ **Won Top Sales Leader Award (4x)** for performance, leadership, innovation, and initiative.
- ◆ **Maximized account growth and retention by building long-term executive relationships**, gaining an in depth understanding of business needs, identifying business challenges, and leveraging analytics to implement solutions.
- ◆ **Coached, managed, and inspired a sales team of four** implementing best practices to strengthen prospecting, relationship building, lead generation, pricing, negotiation, and closing.
- ◆ **Accelerated deal closure and sales enablement initiatives** by building a comprehensive mentoring program.

SAMPLE COMPANY | Washington, DC | 2013-2016

**Senior Audio Communications Engineer**

Partnered with members of Congress and senior communications staff to develop and implement strategies to maximize success across diverse marketing directives and press releases supporting major national and international media outlets.

- ♦ **Championed digital transformation initiative delivering 25% incremental savings** by leading the upgrade and expansion of hardware and software technology in the recording studio.
- ♦ **Produced radio interviews, podcasts, television shows, and live-satellite broadcasts** for members of Congress, The President, and other world-leaders.

SAMPLE COMPANY | Nashville, TN | 2014-2016

**Sales & Marketing Specialist**

Delivered sales and marketing plans to drive qualified leads, grow the pipeline, and increase revenue.

- ♦ **Grew sales from \$2.5M to \$4M within one year and achieved a 150% increase in qualified leads.**

SAMPLE COMPANY | Murfreesboro, TN | 2011-2013

**Sales Representative**

Delivered exponential revenue growth by hunting, generating, and qualifying leads. Managed stakeholder communication with the customer, management, insurance company, and subcontractors. Led complex pricing negotiations with insurance companies and managed end to end construction projects.

- ♦ **Achieved Top 10% for sales volume driving \$750K+ in 2012** and consistently outperforming peers.

SAMPLE COMPANY | Manassas, VA | 2010

**Sales Representative**

Led door-to-door sales campaigns to increase lead generation, awareness, and business growth.

- ♦ **Earned recognition as #1 Sales Representative three consecutive months** driving \$250K+ in revenue within a six-month period and accelerating lead generation by 20%.

**EDUCATION**

**Bachelor of Science in Communications** | MIDDLE TENNESSEE STATE UNIVERSITY | Murfreesboro, TN | 2013

**TECHNOLOGY**

Technology: Salesforce, ZoomInfo, CRM Software, SQL, Microsoft Office Suite (Word, Excel, PowerPoint), Amazon AWS, Mailchimp, SendGrid, HTML, CSS, JavaScript