



**JOHN SMITH**  
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## **SUMMARY OF EXPERIENCE**

- Over 20 years of professional sales and sales management experience with hardware, software and professional services solutions for major US and International corporations that include Microsoft, Nortel, and British Telecom. Additional experience in start-up and reseller organizations
- Respected leader with proven success and relationships in the following strategic accounts: Qwest, Level3, tw telecom, Liberty Media, T-Mobile, Leap Wireless, Metro PCS, WebEx, Intrado, Clearwire, Integra Telecom, Covad, Charter, Cisco, Google, and Yahoo
- Experience with quotas ranging from \$1.5M to \$125M with consistent over-quota achievement. Four-year average quota attainment at 162%. Managed direct and indirect teams that ranged from five to over 200 sales and operations professionals
- Successful in establishing cross functional relationships, with all levels of an organization, that yield exponential results

## **PROFESSIONAL EXPERIENCE**

**XXXXXXXX, Denver, CO, 2007 – Present**

### **Vice President of Sales**

- Top sales executive in the Western Region with responsibility to grow market share in the highly competitive telecommunications market; responsible for annual revenue attainment of \$125M; territory includes mid-market and enterprise accounts in an 18-state region
- Restructured sales force, modified pricing processes and focused distribution strategy resulting in revenues growing at 2x market rate
- Created a high performance environment that motivated the sales teams to increase new orders 67%; lead a team of 200 sales, sales engineering and sales operations professionals
- Established benchmark objectives and process improvements to increase sales productivity 22%

**XXXXXXXX, Mountain View, CA, 2000 – 2007**

### **Vice President, Western Region, 2003 – 2007**

- Reported to Senior Vice President, Western Region, with responsibility for over \$100M in annual revenue; led a team of over 150 sales, operations, and network professionals; full P&L responsibilities
- Responsible for executive relationship with largest 25 accounts in region; maintain relationships with customer's senior management and ensure product and services portfolio is properly positioned within the accounts, mentor Strategic Account Directors in executive relationship development
- Worked with each Tier 1 business unit to design and implement an overall account plan for the market
- Top performer with teams averaging over 140% of revenue goals during tenure; increased customer service ranking year-over-year and exceeded all KPI goals
- Key customers included Liberty Media, WebEx, Charter, Juniper Networks, Cisco, Google, and Yahoo

### **Vice President, Carrier Sales, Dallas, TX, 2000 - 2003**

- Responsible for over \$75M in annual revenue and over 50 employees; grew revenue from \$60M to a peak of \$95M; full P&L responsibilities
- Led the sale and support of the full portfolio of products and services, including Wireless, Fiber Transport, Video, and Voice to carrier customers that included Broadwing, Touch America, ICG, Leap Wireless, Alaska Communications, GST, and over 50 smaller carriers



**XXXXXXXX, Denver, CO, 1998 – 2000**

**Vice President, Sales**

- Responsible for both individual and team contributions which resulted in significant contract, lab trials, and customer commitments. Key team member in the closing of three equity rounds totaling over \$25M
- Sold first carrier deal for \$100M over three years; closed second contract for over \$25M
- Developed sales process and metrics and hired a team of five for carrier sales in the US and Canada

**XXXXXX, Denver, CO, 1990 – 1998**

**Director of Sales – Carrier Account Team, 1995 – 1998**

- Developed strategic sales plans for all key sales activities and championed the overall process with the carrier account teams. Directed 25-person sales team efforts that achieved sales goals in multiple areas in accordance with carrier's sales plans while ensuring target sales achievement and total customer satisfaction
- Effectively worked with executive management levels which included procurement, marketing, operations, planning and engineering; Achieved 252% quota attainment in 1997 and averaged over 142% of quota in the previous two years
- Re-negotiated purchasing contracts with tiered volume performance incentives which had total value of \$100M; Facilitated multiple solution based proposals for near and long term opportunities

**Carrier Account Manager, 1993 – 1995**

- Created data opportunities with carriers for multiple hardware and software product lines
- Achieved 120% quota attainment during role and sold to U S WEST, Sprint, and Ameritech
- Consistently interfaced with CXO level to understand technical and business needs

**Major Account Manager, 1990 – 1993**

- Responsible for the sale of hardware and software solutions to enterprise customers in the Denver market; clients included Coors Brewery, Great West Life, United Bank, Colorado National Bank, and Presbyterian Hospital; achieved 178% of a \$3M annual quota

**XXXXXXXX, Englewood, CO, 1988 – 1990**

**Sales Manager/Senior Account Manager**

- Responsibility for corporate sale and recruitment and training of the sales force. Created and nurtured strategic relationships for current and future lead generation
- Doubled the corporate revenues each quarter during employment
- Reported directly to the president and presented weekly sales and marketing strategies; participated in monthly board meetings to present tactical and strategic sales plans
- Resold products from Microsoft, Compaq, Hewlett Packard, NEC, and Nortel

**EDUCATION AND TRAINING**

**University of Denver, Denver, CO, 2006**

Master of Business Administration

**University of Colorado, Boulder, CO, 1988**

Bachelor of Science, Finance; Marketing Minor

Solution Selling, 2005

SPIN Selling, 2000

Negotiating to Yes, 1999

Dale Carnegie Sales Training Program, 1998 – 1999