

Christopher Reed

Phoenix, AZ 85003 • chrisreed@live.com • (602) 501-1870 • <http://careerwebfolio.com/christopherreed/>

Sales Growth & Revenue Sustainability Leader

Driving Profitability • Building Motivated Teams • Evaluating Market Dynamics • Focusing on Results

EXECUTIVE SUMMARY

An insightful, pioneering sales trailblazer with extensive experience identifying talent and the passion to motivate teams to produce winning results. Proficient in creating innovative, value-based products and service solutions grounded by a firm understanding of market dynamics, industry competitors, and utilizing a network of longstanding relationships.

Exemplifying the Veracity, Leadership, and Accountability to Optimize Performance

Exceptional teambuilding skills, with the capacity to nurture the competencies required to accomplish organizational objectives and form autonomous conclusions. Ability to partner with stakeholders to reach top level performance backed by the infrastructure, tools, accountability, training to convert objectives to measurable results. Make tough decisions to build B2B and B2C leaders.

CORE COMPETENCIES

- Product Development
- Strategic Partnerships
- Strategic Planning / Implementation
- Sales and Marketing
- Restructures / Integrations
- Digital & Business Transformation
- Team Recruitment / Leadership
- Teambuilding / Coaching
- Benchmarking / Metrics
- Training and Development

PROFESSIONAL EXPERIENCE

TRACKBACK INC

A startup focused Reputation Management, SAAS, Data Visualization, Business Intelligence and Social Media Monitoring.

VICE-PRESIDENT OF SALES AND CLIENT SERVICES

2014 – Present

- **\$3.75 million revenue earned** by building, training, coaching and motivating a 20-member team.
- **Elevated sales performance through design, implementation** and execution of compensation plans, sales policies and best practices.
- **\$1.2 million new business generated** by leveraging channel partners and agencies.
- **127% above last fiscal year's target** through collaboration with Glassdoor, Google and Indeed.

SIMPLICITYHR BY ALTRES

Honolulu, HI

A locally owned HR outsourcing company and Professional Employer Organization.

DIRECTOR OF SALES

2010 – 2014

Hired to lead the sales department and operations teams with 13 direct reports and 20 indirect reports.

Business and Process Improvements

- **98% increase in account retention attained within one year** by orchestrating a total rebranding program to transition from full-service model to three package levels.
- **95% jump in top-level program agreements realized** by leveraging findings from a competitive analysis to validate return on investment results.
- **Elevated satisfaction** by introducing customer service representatives further along in the sales lifecycle.
- **100% automated sales and customer service functions completed** by onboarding Salesforce CRM.

Business Performance

- **100% targets reached by the third quarter** by leading team members in introducing an automated option.
- **Closed three all-time record-breaking contracts** by architecting a competitive account model.
- **97% surge in clientele, a reversal of previous efforts reached** by reenergizing performance, raising the quality of service, and overcoming obstacles to effective operations to build a culture of excellence.

CAREERBUILDER.COM

Scottsdale, AZ

An online employment website with \$556 million revenues and 3000 employees in the United States.

DIRECTOR OF SALES

2007 – 2010

Built and spearheaded a motivated team of enterprise salespersons.

- **\$1.75 million revenue performance earned** during the first year by assembling, training, coaching and motivating a 12-member sales team.
- **\$1 million new business generated from ten recently onboarded accounts** by leveraging channel partners to penetrate untapped markets.
- **130% above second year target and an award for leadership achieved** by continually expanding capacities and capabilities using professional development, coaching, and motivational tactics.
- **50% of new accounts secured for multiple years** by collaborating with attorneys to structure contracts and executing trainings to raise the team's ability to position products and manage negotiations.

MONSTER.COM

Tempe, AZ

An online job search engine with \$770 million in annual revenues and 4000 employees.

SALES PERSON & TRAINING MANAGER

2005 – 2007

Improved the selling skills of 225 onboarded employees to accommodate expanded call center operations.

- **142% of the B2B plan accomplished** resulting in Sales Person of the Year by outperforming 197 peers.
- **107% over quota for first year performance** driven by aligning training programs, policies, and procedures with ambitious goal of 100 hires in 100 days.

-Previous Experience-

LIFETOUCH NATIONAL SCHOOL STUDIOS

NATIONAL SALES MANAGER

- **\$3.2 million groundbreaking results produced within one year** by introducing state of the art technology to penetrate new market channels for an established business.
- **100% account retention achieved within the second year of service** by incentivizing early renewals.

EDUCATION & PROFESSIONAL DEVELOPMENT

**Bachelor of Arts
in Journalism, Education, & English**

Ball State University

Career Builder High Potential Employee
Kellogg School of Management

Sandler Sales Training