

ROB TOOMB

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SALES & MARKETING EXECUTIVE

Developing New Business • Driving Revenue • Optimizing Lead Generation

Seasoned Sales & Business Development Executive – with extensive experience in sales leadership of a global, publicly traded company. Successfully transformed multiple divisions of an international technology firm showing above quota growth year-over-year. Background in product line development as well as recruiting, hiring, and training world-class sales, marketing, and business development talent.

CORE COMPETENCIES

- Market Analysis / Brand Penetration
- Integrating Technology
- Customer Experience & Retention
- Sales Program Implementation
- Sales Performance Optimization / KPIs
- Team Development / Deployment
- Performance Incentivizes
- Financial Performance / Cost Control
- Territory Planning
- Strategic Business Partnerships
- Acquisitions / Restructures
- Scalable B2B Solutions

PROFESSIONAL EXPERIENCE

Heartland Payment Systems | Cincinnati, OH

2018 – 2019

A Fortune 600 company delivering merchant services such as credit card processing, payroll services, human resources management, and ecommerce.

Territory Director

Responsible for overseeing the sales team in founding a new market in Ohio, Kentucky, and Indiana.

- **\$15 million in new business developed** by hiring tier-one talent, facilitating strong sales coaching, and authoring a competitive, strategic playbook to continue to win market share, reaching all-star status within five months.
- **13%+ improvement in conversion rates** accomplished by enhancing the discovery process, which resulted in greater awareness and alignment of product solutions to client needs.
- **10% to 12% growth in lead generation achieved** by leveraging personal and professional connections to build a robust network.

**\$15 Million in
New Business**

RSM, LLC | Cincinnati, OH

2016 – 2017

A global tax, audit, and consulting firm based in Chicago, Illinois.

Senior Director of New Business

Led business development for Ohio and Kentucky and developed branding throughout the Midwest. Managed sales and marketing in Ohio. Facilitated sales training and coaching.

- **\$11+ million in new revenue** realized by leading a branding campaign that established the firm in an underserved regional market against well-known competitors.

LexisNexis | Dayton, OH

2004 – 2015

The largest globally traded information and technology firm in the world.

Vice President of Sales – B2B Markets | 2009-2015

Supervised 75 sales and service associates to transform the B2B division. Coordinated the national sales meeting.

**\$350 Million in
Revenue
Generated**

- **\$350 million in revenue portfolio**, a 22% improvement, garnered in five years by inaugurating new market teams, leveraging mapping technology to identify opportunities, and continuously meeting P&L targets.
- **Established metrics** on appointments, calls, internal meetings, and various aspects of the sales process for use across all divisions.
- **\$75 million in continued growth** secured through assertive customer interaction, building a new business team, and introducing metrics and action steps to transform the division.
- **93% renewal rate incurred** yielding an 18% boost in multiyear contracts by originating a series of incentive programs for account managers that encouraged customers to sign multiyear contracts.

Vice President of Mid-Market Legal Solutions | 2006-2008

Recruited and trained five sales teams for the eastern division. Managed tradeshow participation.

- **\$120 million in revenue** produced, exceeding 100% of the quota for two successive years by identifying underperforming territories, instilling specific metrics to drive customer interaction, and introducing take-away pricing and rewards for sales representatives and clients.
- **90% of customer base renewed** for a 10% YOY upsell increase through aggressive call campaigns, auto-renew mail, and automated response phone banks as well as by intensifying metrics for targeted large accounts covered by field sales teams and enhancing incentives on renewal contracts.
- **15% year-to-year growth** reaped by originating and leading a new sales teaming project.

**\$120 Million in
Revenue
Achieved**

General Manager & Vice President | Seattle, WA | 2005-2006

Managed transformation and territory planning of a 50-member sales and service team.

**106% of
Revenue Quota
Earned**

- **106% of revenue quota** delivered through brand strategy and team development.
- **90% account retention and 20%+ new business growth** obtained by driving due diligence, restructuring the division, designing a talent assessment program, and applying a phased-in approach to maintaining customer coverage and new business volume.
- **Implemented incentives to accelerate the transition and integration** of an acquisition to meet annual objectives.

Vice-President of Legal Services New Business Sales | 2004-2005

Instituted and hired a new team to recoup business from competitors.

- **\$1.5 million in contracts won** for two consecutive years by teaming with field sales leaders and marketing to recoup business from competitors through a side-by-side advantage campaign highlighting features and benefits, while targeting new firm mergers to secure larger accounts.

-PREVIOUS EXPERIENCE-**Standard Register Corporation eProcurement Startup | Dayton, OH**

A digital and printed materials startup division offering warehousing and eProcurement services.

General Manager & Vice President of Smartworks, LLC

Oversaw all elements of the startup division including IT, sales, marketing, HR, and production. Maintained complete P&L accountability. Recruited senior sales / business development associates. Negotiated third-party alliances for sales, marketing, and channel distribution.

- **\$7 million in new contracts won** with Bank of America, Liberty Mutual, and Quest Diagnostics in two years by recruiting and retaining senior-level sales and business development staff while ensuring accountability for all goals.
- **100% surge in revenue** reached in two years through introduction of new sales / marketing programs.

**\$7 Million in
Contracts Won**

Additional Experience with LexisNexis: Director of National Sales Operations & Region Manager

- **\$20 million in new business revenue** and a 90% retention rate of all accounts earned by recruiting and developing a cross-functional team based on sales skills, product knowledge, and account management acumen.
- **71% decrease in time to close new customers** cultivated by collaborating with legal and other internal departments to minimize documentation requirements during a sales process review.

**EDUCATION**

**Bachelor of Arts
in Marketing Communications**
University of Dayton

Chairperson, Advisory Council for the College of Business Administration, University of Dayton
Former President, National Alumni Association, University of Dayton
Member, Advisory Council for the College of Arts & Sciences, University of Dayton
Founding Board Member, BOH Foundation, Cincinnati, Ohio