

MICHAEL C. CULLETON

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SENIOR SALES EXECUTIVE

Business Intellect • Consultative Selling Skills • A Champion of Change

A Confirmed-by-Performance Sales and Marketing Professional with a comprehensive record of personal over-achievement and converting deficient sales teams into top-grade contributors. Expert at utilizing modern techniques to replace price-focused programs with profitable business-partner relationships. Adept at identifying and perfecting talent through consummate training skills and conscientious mentoring. Innovative in messaging, branding, and proposal presentation to create critical differentiation and open prospects for increased margins and escalating shares. Sophisticated analyzing and addressing growth opportunities and guiding go-forward decisions with ROI measurement.

CORE COMPETENCIES

Sales Team Leadership | Directing Performance Toward Achievement | Technology & Business Integration
Strategic Planning / Tactical Execution | P&L Oversight / Cost Control / Budgeting | Teaching / Training / Mentoring
Sales & Marketing Acumen | Constructing Internal & External Partnerships | Entrepreneurial Instinct

PROFESSIONAL EXPERIENCE

Meridian IT, Inc. | Deerfield, IL

2019 – 2020

Provider of strategic solutions IT software, hardware, and services with 350 employees and annual revenue of \$35 million.

Director of Sales

Guided regional sales and marketing in transformation of sales culture enabling long-term strategic customer relations.

- **170% expansion of the new business pipeline obtained** by instituting a precisely targeted strategy, account plans, and territory roadmaps.
- **27% bump in the customer take rate driven** by designing, in collaboration with cross-functional colleagues, replacement collateral materials that clarified the value of services provided.
- **A tripling of the opportunity pipeline**, accompanied by a 25% reduction in marketing costs, achieved by fully leveraging the capabilities of a contracted marketing assistance resource.
- **11% boost in profitability generated** by shifting the sales methodology from tactical to strategic and maintaining consistent training in consultative selling techniques.

Avaya, Inc. | Santa Clara, CA

2012 – 2019

A \$2.9 billion American multinational technology company specializing in business communications and ranked No. 1 in the contact center industry and No. 2 in unified communications.

Regional Sales Leader | 2017 - 2019

Led a team of 7 Account Managers in meeting a \$50 million target and establishing a foundation for future prosperity.

- **\$100 million of incremental revenue added** in two years by top grading an inherited team and individualizing product and technique training to maximize the abilities of leading performers.
- **91% YoY growth recorded** by driving engagement with customers at the C-level and emphasizing the product's ability to help users meet key strategic plan imperatives and reduce technology debt.

Enterprise Account Manager III promoted to IV | 2012 – 2017

Spearheaded sector sales operations and implemented new business plans and customer retention initiatives.

Repeatedly Exceeded Corporate Goals

- **\$6.5 million single sale** made to a global buyer, recognized as the top sales achievement of the year.
- **500% expansion of sales in two years for the same eight accounts** accomplished by converting the predominant selling technique from tactical, technical feature-oriented to a business value-added, financial-gain focus.
- **300% pipeline surge** per customer propagated by development and practice of a consultative model, branded Discovery Workshop, that eventually won acceptance as the corporate method.
- **122% of annual quota secured** by establishing C-level relations thereby gaining insight into critical corporate goals and presenting solutions that addressed areas requiring improvement.
- **100% hike in volume fed by a 300% pipeline bump** achieved by forming a standardized account plan singularized by client through consultation with overlay specialists, sales engineers, and channel partners.

Drove Partner and Customer Growth

- **77% speeding of contact inquiry resolution**, accompanied by lowered processing costs and a 15-point rise in the satisfaction rating, managed by utilizing biometric voice identification technology.
- **75% decrease in lost customer calls engineered** by adapting and launching a processing technology that automatically connected the caller with the appropriate company agent three times faster.
- **35% boost in go-to-market and customer touches scored** by aligning partner specialties with the needs of distinct verticals and incenting representatives to uncover parallel opportunities.

Iron Mountain, Inc. | Boston, MA**2009 – 2011**

Supplies \$4.3 billion in records management, information destruction, and data backup and recovery services.

Solution Sales Executive, Data Protection

Drove expansion of the backup storage and recovery software business in eastern Missouri and southern Illinois.

- **218% of quota reached** by executing a top-down access methodology that removed traditional mid-management roadblocks to selling new technologies.
- **50% runup in closing ratio registered** by identifying and connecting prospects with a broadband carrier that offered the transmission capacity necessary to leverage the client's cloud-based backup utility.

Alexander Open Systems (now ConvergeOne) | St. Louis, MO**2008 – 2009**

IT solutions business partner with 300 employees and \$75 million in sales operating in the central US.

Senior Major Enterprise Account Manager

In charge of sales activities for data networking infrastructure solutions.

- **105% of objectives realized** in initial four months by identifying and closing four new accounts.

- PREVIOUS EXPERIENCE -**Tech Electronics | St. Louis, MO**

A technology services organization specializing in voice and data communication systems for multiple varied markets.

Senior Account Manager

Held responsibility for voice and data networking products sales and directed internal project teams dedicated to customer support.

- **84% closing ratio achieved** by utilizing a selling process that quickly qualified the prospect, executed a product demonstration informed by an onsite analysis and customer interview, and delivered an immediate quote.

Account Manager / Sales System Specialist

Sold voice and data networking products and services.

- **23% YoY volume escalation supplied** by devising a plan that defined small businesses as a separate segment.
- **Authored a sales routine and related training documents** that drove 45% national growth as a result of the program's adoption by business partners across the country.

Alchemist Investments, LLC (dba HomeVestors) | St. Louis, MO

A franchisee of the "We Buy Ugly Homes" company; purchasing, renovating, and selling residential real estate.

Owner & President

Controlled all aspects of business planning and operations and served as president of the area advertising council.

- **200% annual top-line increase** and position as an outstanding national franchisee attained by building a professional marketing team and instituting techniques based on satisfying customer needs.
- **Sharpened the design and effectiveness of a corporate website** programmed to give franchisees access to ideal private investors through a listing of specific investor profiles.
- **34% reduction in franchise operating expenses produced** by offering bonuses for timely project completion, incentives for improved buying-selling margins, and guiding marketing spending with ROI metrics.

EDUCATION & PROFESSIONAL DEVELOPMENT**Bachelor of Arts**

in Technical Theatre with a minor in Mass Communications

Missouri State University

Sandler Sales Training • Variety of St. Louis, Volunteer

