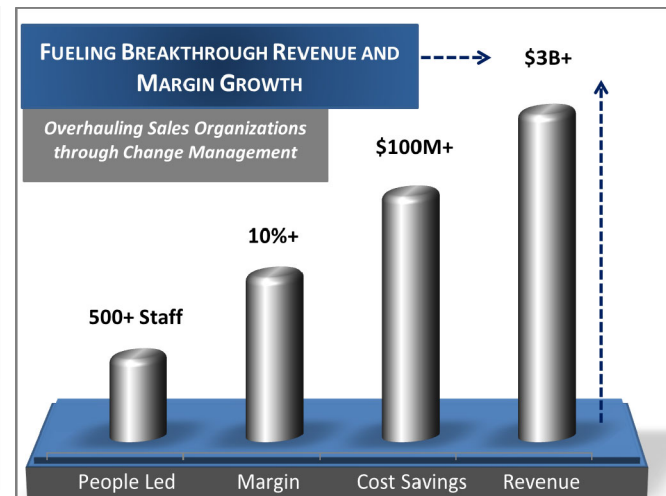


FRACTIONAL SALES VICE PRESIDENT / SALES CONSULTANT

STRATEGY AND GROWTH MANAGEMENT | BUSINESS DEVELOPMENT | CHANGE MANAGEMENT

LEADERSHIP SNAPSHOT

- 30+ Years' Senior Sales Leadership Performance
- \$3B+ Annual Sales | >500 Resources (Direct/Indirect)
- Expert in Restructuring Sales Organizations to Optimize Top and Bottom-line Growth (Margins)
- Building and Leading Multi-Generation Sales Teams
- Focus: Multi-Industry, Supply Chain Optimization
- Aligning Sales Objectives with Business Strategy
- Change Agent | Business Strategist | Growth Driver
- Expanding Multi-Market Channels Through Strategic Partnerships
- Recipient of Multiple Sales Awards at FedEx



SALES VELOCITY ADVISORS | LAGUNA NIGUEL, CA

2018

FOUNDER & PRESIDENT | FRACTIONAL SALES VP | SALES CONSULTANT | 2018

Sales Velocity Advisors works with business owners and executives to unlock the potential of their sales team. Our focus, on People, Performance and Profit, helps to drive sustainable, long term, results. Powered by Sales Xceleration, the nation's leading provider of fractional Sales VP's, we provide customized solutions to help accelerate growth to meet and exceed your revenue and profit goals.

GLG (GERSON LEHRMAN GROUP) | SANTA MONICA, CA

2017

GLG is the world's largest membership network for one-on-one professional learning

EXPERT CONSULTANT | 2017

My consulting assignments have focused on the following initiatives; building and leading high performance, multi-generational, teams; sales structure and go to market strategies; sales compensation and design; supply chain optimization; insights into eCommerce (B2C & B2B) strategies and SWOT analysis of global transportation and logistics providers.

FEDEX CORPORATION | IRVINE, CA

1984 – 2016

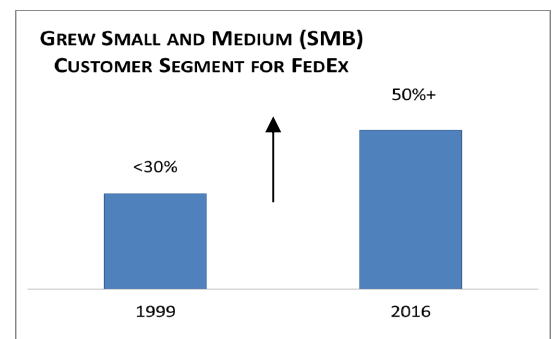
Fortune 100 company that ranked #8 for Fortune's World's Most Admired Companies in 2016.

VICE PRESIDENT OF SALES – WESTERN DIVISION | 1999 – 2016

Promoted to execute the most complex restructuring of FedEx US Sales organization since its inception. Accelerated overall corporate profitability of \$3B+ sales organization for Western and Southwestern U.S. with direct oversight to 500 resources for small and medium (SMB) customer segment.

GENERATED \$100M+ IN PROJECTED COMBINED SAVINGS WHILE OVERSEEING \$3B+ REVENUE PIPELINE.

- **GROWTH OPTIMIZATION:** Led 3 major sales re-organizations that significantly improved overall business growth through leveraging expertise in change management, culture shaping, and driving operational improvements.
 - Consolidated two separate and distinct sales organizations in FY10 and FY00.
 - Overhauled FedEx field sales structure and organization to support Go-To-Market Strategy targeting small and medium customers—roviding dedicated and specialized sales engagement to customers.



- RESUME CONTINUED -

- **BUSINESS DEVELOPMENT:** Expanded small and medium segment from <30% of company's revenue to 50%+ (FY16). Cited as core driver of operating margin improvement.
- **MARGIN IMPROVEMENT:** Key contributor to increasing FedEx operating margin to 10%+ (FY16) through effective optimization of all sales channels, markets, and resources.
- **PROGRAM DEVELOPMENT:** Boosted overall sales capabilities and promoted greater diversity (inclusion of women and minorities) by launching world-class leadership development program—adopted across the entire sales organization—31 promotions in sales management roles from FY15 to FY16—50% women and minorities.
- **C-LEVEL RELATIONS:** Delivered top-level sales leadership through partnership and collaboration with C-level executives, business owners, and stakeholders to align sales initiatives to overall business strategy.
- **COST REDUCTION:** Generated \$1M+ annual cost savings by outsourcing FedEx Field and Business Sales recruitment and hiring process to a 3rd party provider.

MANAGING DIRECTOR – GLOBAL SALES | 1996 – 1999

Promoted to establish and manage first 50-member vertical sales team for FedEx targeting the automotive industry. Rendered strategic leadership and guidance in business development, sales, marketing, and key account management. Served as Co-Chairperson of the Sales Diversity Task Force.

GREW REVENUE BY >50%+ FROM \$300M+ TO \$500M+ THROUGH DEFINING AND IMPLEMENTING SALES AND STRATEGY MODEL ACROSS ALL OFFSHORE REGIONS.

- **MARKET EXPANSION:** Strengthened market footprint by shifting automotive industry focus that captured suppliers, vendors, dealers, and aftermarket distributors.
- **CONTRACT NEGOTIATION:** Secured long-term, multimillion-dollar contracts with major customers—GM, Ford, Chrysler, Toyota, Honda, Nissan, and BMW.

PRIOR SUCCESSFUL SALES LEADERSHIP ROLES AT FEDEX

NATIONAL ACCOUNT MANAGER | 1994 – 1996

DISTRICT SALES MANAGER | 1993 – 1994

SALES MANAGER | 1991 – 1993

SALES TRAINING FACILITATOR | 1990 – 1991

Received multiple vertical promotions to national and regional sales management roles due to impactful contributions to growth and profitability. At peak, led \$90M National Accounts Team and managed strategic clients: NEC/Packard Bell, Amgen, Western Digital, Qualcomm, First Interstate Bank, and The Capitol Group.

EXECUTIVE LEADERSHIP COMPETENCIES

- | | | |
|--------------------------------------|------------------------------------|-----------------------------------|
| • Sales Operations Management | • Planning, Forecasting, Reporting | • Program / Project Management |
| • Market Strategy and Positioning | • Change Leadership Strategies | • Business Process Improvements |
| • Startups Business Consolidations | • Key Account Management | • Performance Management (KPIs) |
| • Budgeting / Cost Control | • Sales and Pipeline Management | • Team Motivation and Development |

SELECTED ACCOLADES

FedEx Five Star Winner | 2016

President's Club Award | 1999 – 2015

Manager of the Year – West Metro Region | 1995

Manager of the Year – West Metro Region | 1993

Top Sales Representative Team – West Metro Region | 1993

FORMAL EDUCATION

Bachelor of Science, Marketing

Seton Hall University, Stillman School of Business | South Orange, NJ