

Roland C. Cameron

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Senior Account Executive

★Technology Sales
★Hardware / Software / Services
★Consultative Sales / Large Account Wins
★B2B / B2C / Channel Sales

Differentiated by...

TOP PRESENTATION, CLOSING & STRATEGIC ACCOUNT MANAGEMENT SKILLS

Resulting in...

MULTIMILLION-DOLLAR ANNUAL SALES / CONSISTENT QUOTA OVER-ACHIEVEMENT

TOP-PRODUCING SENIOR ACCOUNT EXECUTIVE. Ranked #1 in sales in both Fortune 500 technology companies and IT startups. Expert at turning around territories with histories of declining sales and turning them into revenue leaders. Combine technical proficiency with consultative sales skills to close top-dollar sales. **Engineering Bachelor's degree plus MBA.** Power user of PowerPoint. Hands-on technical grasp of software and hardware. Experienced sales manager / leader.

IT SALES HIGHLIGHTS

SALES REPRESENTATIVE

PhoneWeb Communications – *VoIP (Voice over Internet Protocol) startup*, St. Louis, MO (2005 to Present)

- Forged key technology evaluation agreements with 2 Fortune 50 firms.
- Hired and trained a sales team of 5.

SALES REPRESENTATIVE

Hartwell Networks – *Early-stage networking company*, St. Louis, MO (2003 to 2005)

- Finished the final quarter with #1 ranking (out of sales team of 10) closing \$2.9 million in sales (143% of quota).
- In a tough market, closed important deals: RE Lighting, Southwestern Univ., Medco Laboratories, and BankWest.

SALES REPRESENTATIVE

River Networks/Truro – *A merger of Truro (routers) with Solidoptics (hubs, switches)*, St. Louis, MO (1998 to 2003)

- At Truro, ranked #1 for 3 years running in new accounts closed (out of 10 reps). Ranked in top 2% nationally (3rd highest sales numbers out of 125 sales reps.)
- Closed multimillion dollar deals with Topflight Airlines and GermanBank.
- Finished FY 2002 at 125% of quota.
- Turned around a problem account with a global banking firm. Innovated a successful strategy to package services with hardware that in turn resulted in successful cross-selling of Solidoptics products into the account.
- Established customer service as a competitive advantage in a strong field of competitors including Cisco Systems. Won customer trust and loyalty by assigning a dedicated support person to global accounts.
- Sold a \$3.5 million services agreement for hardware and software maintenance to a large account. Path-breaking approach became a best-practices model that was adopted company-wide.

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SALES MANAGER – EASTERN REGION

Boston LAN Systems – A \$35M hub and router vendor, Boston, MA (1994 to 1998)

Recruited to turn around the Eastern Region. Territory had a history of declining sales volume and low revenue-per-rep metrics. Charged with selling complex integration deals. Used management skills, coaching, and sales expertise to lead sales team to peak performance. Hired, fired, mentored, and trained representatives.

- **Catapulted the worst performing region out of 6 into the top position within 13 months**, winning Regional Manager-of-the-Year award for 1995 – despite a corporate environment of generally declining sales.
- **Transformed the sales team, bringing a minimally productive sales team of 10 to a top-performing, lean group of 7 reps who sold \$9.9 million total in 1995**, averaging \$1,610,000 per salesman. (In 1994, the larger, inherited team averaged only \$667,000 per rep.)
- Closed the largest sale (\$3.1M) in the company's 10-year history.

EARLIER SALES and SALES MANAGEMENT ACHIEVEMENTS

- ★ As VP of Eastern Region Sales for a communications technology startup...
 - Opened up a huge sales territory, built a sales force of 6, and led them to \$12 million in sales revenues in 2 years.
 - Leading by example, **finished #1 in sales in 1984, 1985 and 1986 out of 12 reps in all.**
 - **Closed a \$6 million aerospace company deal** at a time when that sale accounted for 33% of total corporate revenues.
- ★ For a telecom giant, excelled as an individual sales contributor while managing a branch office of 67...
 - **Led sales team of 10 to achieve 237% of quota.**
 - Instrumental in closing 2 major accounts, including the **largest deal among all 9 local branches** (to supply data modems to a hospital supply company's 2200 locations).
- ★ As Regional Sales Manager for Global Data Corporation...
 - **Turned around the weakest of 16 regions and led 25 reps to finish in #1 position nationally at 191% of quota.**
 - Using diplomatic and negotiation skills, avoided threatened litigation, **saving the company \$550,000.**
 - **Rescued \$1.3M** in revenues by turning around a troubled account.
- ★ At IBS, as Marketing Representative for the Data Processing Division...
 - **Attained 7 consecutive 100% Clubs and 2 Golden Circles, averaging 200% of quota.**

EDUCATION and SALES SKILLS

Master of Business Administration
Washington University, St. Louis, MO

Bachelor of Science in Electrical Engineering
University of Missouri, Rollo, MO

Sales Skills: prospecting, qualifying leads, making presentations, sales closing, solution sales, consultative sales, channel sales, direct sales, customer needs assessment, field sales management, key account management, negotiation, sales cycle management, sales training, team building / leadership