

## STRATEGIC BUSINESS DEVELOPMENT AND MARKETING LEADER

Performance-oriented business development leader with an extensive history in territory expansion, exceeding sales quotas, and driving organizational growth and profitability. Recognized for consistently exceeding expectations in key performance areas and achieving over 100% of goals and generating an average of 20%-40% new growth year after year. Skilled presenter and negotiator who can quickly establish rapport and credibility with others, delivering innovative solutions to complex issues. Effective communicator, with extensive experience in successfully managing, training, and supporting teams.

### KEY COMPETENCIES

- Sales Force Development
- Territory Management and Expansion
- Strategic Market Planning and Execution
- Revenue and Profit Growth
- Competitive Intelligence and Market Research
- Customer Acquisition
- Client Relations and Retention
- Sales Best Practices
- Cross-Functional Partnerships
- Multi-Channel Marketing
- Continuous Process Improvement
- Presentations and Proposals
- Change Management

### PROFESSIONAL EXPERIENCE

#### McMahon Resource Group, LLC

Wethersfield, CT

##### *Director, Strategic Business and Growth Consulting*

2014 – Present

- Influential strategic partner to service-based organizations, including accountants and financial services advisors, helping to define and drive business goals by providing expert consultation on developing sales and marketing strategies that are aligned with organizational initiatives.
- Assess client's current and marketing, business development, and communication plans and then perform competitor and customer analysis in order to provide counsel on ways to reform and strengthen in order to increase market share.
- Work closely with management and departmental directors to assess business "wins" as well as missed opportunities, while strategizing around improving sales efficiencies.
- Analyze and measure client's current performance against business objectives and then design KPIs that are aligned with goals to support continued growth and improvement.
- Provide counsel on customer, market, and competitor analysis to identify new opportunities, and provide feedback to the leadership team and other various departments.
- Produce and execute consistent messaging through targeted marketing, as well as produce external communication collateral, including sales sheets and press kits.
- Create and implement communication plans to manage and ensure high satisfaction of stakeholders' expectations, including senior executives, customers, and outside vendors.
- Design and facilitate presentations and training workshops on sales productivity, strategic goal planning, effective, high-performance management, and individual and team leadership development.

#### Connecticut Children's Medical Center

Hartford, CT

##### *Director, Response Marketing*

2012 – 2015

- Created, executed and managed annual marketing plan, including developing comprehensive multi-channel marketing campaigns that supported growth initiatives, such as direct mail, email campaigns, social media promotion, and external events. Efforts resulted in consistent increases of 25-30% each year.
- Utilized analytical techniques to develop appropriate contact strategies for ensuring customer acquisition and retention, incorporating of client profiling, segmentation, trending and lifetime value modeling.
- Responsible for identifying key constituent engagement topics, and then researching, writing, editing and managing the full-scale production of direct mail program.
- Oversaw marketing operations, including budget management, production timelines, vendor relationships with printers and mailhouses. Developed, analyzed and communicated key program metrics with recommendations for improvements.
- Coordinated and directed cause-related business development events, including scheduling, PR, signage, and community partnerships.

**VeruTEK Technologies, Inc.**

Bloomfield, CT

***Director, Business Development & Marketing***

2010 – 2012

- Responsible for introducing and then managing the sales, customer acquisition and marketing efforts, as well as account management, for commercial line of products. Exceeded projected sales goals by 30%.
- Grew pipeline by 150% through lead generation and successful negotiation of partnerships resulting in a 25% increase in client base.
- Improved sales force productivity and increased revenue by creating and implementing corporate marketing plan, as well as performing market analysis and competitive intelligence, in order to build brand awareness and increase market share.
- Developed the sales and marketing collateral for use on both B2B and B2C lines. Provided all of the copywriting, and worked closely with designer on all of the creative aspects to make sure that final product effectively represented corporate brand and mission.
- Led cross-functional team to define business development strategy, with a primary focus on client retention.

**The University of Connecticut Foundation, Inc.**

Storrs, CT

***Assistant Director of Business Development and Corporate Relations***

2006 – 2010

- Achieved 193% of sales goal by negotiating and soliciting contributions between \$25K-\$200K from C-level prospects for the School of Business through strategic long-term relationship building.
- Established and expanded corporate partnerships by 20% with companies through prospect identification, qualification and cultivation. Increased qualified leads by 75%.
- As a Financial Accelerator Board member, developed and delivered presentations and proposals to Fortune 500 corporations conveying value proposition of the university's consultative financial services program.
- Developed marketing collateral for corporate clients, and managed various strategic initiatives through rebranding, direct marketing programs and PR correspondence.

**Dowd Associates, Inc. - Executive Search**

White Plains, NY

***Director of Talent Management and Research***

2002 – 2005

- Responsible for new client acquisition and recruitment of senior level financial professionals through marketing services to Fortune 500 companies, leading to an 11% rate of retention for second-time sales.
- Developed new strategies to improve the process of identifying clients' needs, and worked with team to troubleshoot and streamline procedures in recruiting top executive talent.
- Managed the entire recruitment process from client identification to prospect hiring including interviewing, pre-qualification and negotiation offers. Prescreened candidates to evaluate compatibility with specific job requirements, ensuring a right fit prior to submission to client. Coached hiring managers on reference check techniques.

**COMMUNITY INVOLVEMENT****Rocky Hill Chamber of Commerce, Member**

- Former member of Business Development Panel, a small group of professionals from various industries who worked to help small businesses in Rocky Hill prosper.

**Connecticut Association of Foster and Adoptive Families (CAFAF), Board Member, Director** – State alliance to assist in meeting the specific challenges associated with foster, adoptive and kinship care.

**National Exchange Club** – National organization dedicated to prevention of child abuse and enhancing communities.

**EDUCATION**

**MBA, Marketing Intelligence and Management** - University of Connecticut, Storrs, CT

December 2009

**BA, English** - Fairfield University, Fairfield, CT

May 1999