

Senior Manager, 30 years with one company - Before

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Experience: Brand Name Computer Company

- 5/08 - Present Director, Enterprise Integrated Sales Operations
Responsible for a call center consolidation initiative that involves extensive networking and sharing best practices with other company leaders. Executed a plan of record working with strategic planning team that includes clear communication, stabilization of Colorado Springs resources, is aligned to transformational goals and is financially sound. Created a framework for greater accountability, measurable performance and comparison to industry best practices. Evaluating all operations talent while creating an environment for talent development and promotion to higher level roles. Active contributor, project leader and strategic player with an advisory relationship to the executive management team.
- 11/07 – 5/08 Director, Enterprise Inside Sales
Rationalized a 70 person inside sales operation by dividing sales and support roles and eliminating a layer of management. Operation was underperforming in sales performance and there were numerous management and individual HR performance challenges. Developed and executed 100 day prioritized business plan with assistance of a strategic planner. Resulting action transformed inside sales organization from a sales performance liability to a sales asset, while returning 20% cost savings back to the business. Practices are now being scaled larger to drive additional sales growth, efficiency and innovation.
- 10/03 -10/07 Sales Manager, Public Sector Inside and Direct business
Lead three different businesses, an inside sales team focused on next level or B accounts, an outsourced inbound team in Halifax, NS and have responsibility for direct imaging and printing business in Public Sector. Own \$225 million of quota. Responsible for delivering superior results, optimizing business processes, improving direct experience, driving innovation and overall customer satisfaction.
- 5/02 – 10/03 Sales Manager, Inside Printing and Imaging
Developed, hired and launched inside teams for three different business segments, Corporate/Enterprise, Public Sector and Large format printers in Colorado Springs, CO. Attained President's Club performance award in '03, recognized for demonstrating sales results, leadership and relationship skills across multiple organizations and levels in all segments. Designed and launched an outsourced vendor program to handle all inbound calls for Public Sector.
- 10/00 -5/02 Inside Sales Manager, Public Sector
Lead a diversified team of eighteen hardcopy, software, channels and end-user focused sales reps to exceed quota (129%) in all product categories while under expense targets. Re-grouped team after workforce reduction, ended with an over quota performance in FY'01 as well as in the first half of 2002. Assigned \$190 million of quota. Inside sales performance consistently tracked 10% higher than outside rep performance. Developed, presented and gained final approval for all team members to retain jobs in the company post-merger.
- 5/99 – 10/00 Inside Sales Manager, Hardcopy
Developed and implemented a nationwide coverage model based on focusing selling resources on company's top producing Best in Class resellers. Lead a specialized team of

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inside hardcopy territory specialists in identifying and then growing their higher, value add partners. Realized a 13% growth objective while meeting assigned quota goal.

11/92 - 5/99

Inside Sales Rep- Channels

Grew two tier businesses over 75% each year. Successes in this role lead to my nomination to President's Club (1997). Nominated into the Lead program working and mentoring with a general manager for a year. Produced a case study on the sales force transformation. In this role, acted as trusted advisor to the team, virtual distributor and reseller teams. Focus and efforts placed on top producing (Best in Class) resellers. As team member of New York, Philadelphia and Washington metropolitan areas responsible for quota of over \$215 million. Responsibilities included issue and communications management, coordinating all competitive and special pricing, distribution rep behavior modification, and customer satisfaction problem resolution.

11/90 - 11/92

Program Manager/Sales Representative - Channel Partners

Defined, acquired and contacted 120 channel partners for the purpose of managing business relationship solely over the telephone. Helped small companies in developing their business plans and becoming successful in their business partnership with Brand Name Computer Company. Successfully implemented a sales plan that served as the national model in FY'92 to manage nearly 70% of channel partnerships.

9/89 - 10/90

District Sales Manager - CPO Distribution and Systems TeleSales

Developed and implemented a business/sales plan that resulted in a \$13 million district performance (125% of quota) while maintaining expenses at 95% of target. In a leadership role, I recruited, coached and motivated a diverse group of professionals to achieve their personal and sales goals in two different sales disciplines.

11/87 - 9/89

Sales Representative - Business Systems TeleSales

Conceived, designed and initiated a business systems (mini-computer) pilot TeleSales program that generated \$2.5 million in less than two years, at an average of 140% quota. This program was rolled out on a national basis.

11/82 - 10/87

Sales Representative - New Business Development/Major Accounts

Successfully penetrated and developed new accounts including; Ryland Homes, Maryland National Bank, Allegheny Beverage/Macke, Baltimore Aircoil/Merck and the Montgomery County Government. Developed strategic business plans with major accounts such as Volkswagen of America and Baltimore Gas & Electric.

9/78 - 10/82

Sales Representative - Installed Accounts/Small VABs

Became youngest computer sales representative to sell \$1 million while maintaining a high level of customer satisfaction. Developed marketing and sales plans to aid small VABs (Value Added Businesses) in achieving their business and market development goals.

Education:

B.S. Marketing Management, Computer Science minor, Virginia Polytechnic Institute and State University, 1978