

# First Name, Last Name

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## Objective

A **Manager** position to apply my sales and marketing skills, community connections, and business development experience in connecting businesses, local governments, educational institutions and other entities to build a strong regional economy.

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## Qualifications

- 20+ years of successful Sales, Marketing and Development experience
- Successful and talented at creating, implementing and executing profitable fundraising events
- 12+ years of proven success interfacing the business community and high tech industry
- 12+ years placing IT candidates in fulfilling careers
- Active participant in promoting the entrepreneurial community
- Adept at presentations, public speaking, proposal writing, press releases and marketing campaigns
- Proven management skills including people, projects, and operations and sales budgets

## Professional Experience

**CSIA- Colorado Software and Internet Association**  
Consultant/Volunteer

2006 to present

Responsibilities for this high impact organization include fundraising, marketing, event planning, membership drives, strategic planning and networking.

- **C Level** fundraising responsibilities
  - The inaugural event in 2007 netted over \$30,000 in profit, which grew to over \$90,000 in 2008 with attendance of over 800 people.
  - Participated in all aspects of event coordination including branding, marketing, budget development, venue and caterer selection, ticket sales, PR, coordination of live and silent auction items.

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- This event resulted in increased corporate sponsorships, a higher level of visibility with local business and educational leaders and significant increase in business to business activity.
- Brought a high level of visibility to STEM initiatives and initiated collaboration and action between the academic and business communities.
- Member of the Steering Committee for the 2009 event.

- **DEMOgala 2008:** Steering committee member responsible for all aspects of planning, marketing, sales, and event planning for this annual event designed to showcase the innovation and entrepreneurial spirit of Colorado businesses.
  - Responsible for writing press releases, program content, speaker and company bio's.
  - Assisted in negotiations with caterer and event planning efforts
  - Involved with all sales and marketing efforts
  - Acted as Co-Chair of the Judging and Selection Committee for the 2007 event
- **Apex Awards 2008:** Participated as a judge for the selection of the "IT Executive of the Year Award" Generated two additional sponsors for this annual fundraising event and secured new participants in the program.
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- **CSIA Wine tasting 2008: CSIA WIT:** Co-Founder of this group developed to build stronger relationships among members of CSIA.
  - This group is devoted to fostering interest in the IT field for women by building business connections, educational programs and lifetime friendships.

**Harvey Nash USA, Denver, CO** 2007-2008  
**Business Development Manager**

- Responsible for an increase in annual revenue growth by placing IT professionals of all levels with local businesses in permanent and contract positions.
- Increased sales in existing core accounts and added new accounts through corporate outreach activities such as face to face meetings, phone and cold call campaigns, email and direct mail campaigns.
- Added key new clients such as Jeppesen, EMC, BI, CHFA, and Incentra Solutions.
- Established Harvey Nash as a thought leader and increased visibility and brand awareness in the IT community on issues such as outsourcing, workforce development and more.

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**INTERACT**

2005 -2007

## Account Manager

- Built relationships throughout the client organization. Expanded existing professional network by attending IT user groups, educational industry seminars, networking events and collaboration with other industry leaders.
- Earned award for opening the most new accounts in the company in 2005, consistently achieving quotas for revenue and gross profit.
- Increased client base by sourcing business with new clients such as EMC, Echostar, Boston Market, Ball Manufacturing, United Agri Products, and RR Donnelly.
- Generated annual revenue of \$4M with gross margins of 45%; achieved membership in the 1999 Top Performer's Club.
- Placed the first "Project Team" which led to more than \$1.5M in revenue for the region.

**ACT-1, Denver, CO**

2003 – 2005

### Acting Branch Manager / Account Manager

- Responsible for new business acquisition and operations management for this national IT staffing firm, overseeing P&L, staff development, and client relationships.
- Increased head count, gross profit, and company visibility across all market segments; developed new business with Echostar, IBM, Ball Corporation, and Coors.
- Negotiated profitable contracts to manage gross margins; coordinated all vendor relationships and national pricing agreement matrices.
- Managed training and staff productivity for Account Managers, Technical Recruiters, and Office personnel, with responsibility for sales expenses, corporate expenses, and revenue budgets.

**GEVITY HR, Boulder, CO**

2002 – 2003

### Business Development Manager

- Conducted business-to-business sales for leading Professional Employer Organization, targeting executives for companies with 20-200 employees.
- Researched client needs to develop value proposition and customized financial proposal.
- Ensured customer satisfaction by monitoring the sales and underwriting process, and facilitating employee meetings.

**EMC2, Denver, CO**  
**Professional Services Partner Manager**

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2001 – 2002

- Engaged and managed technical resources across 7 regional offices for this provider
- Created efficiencies by consolidating existing vendors to one centralized point, completing projects in excess of \$5.5M per quarter.
- Coordinated local, regional, and national partnerships to identify skills and support capabilities in security, networking, and storage-related expertise.
- Evaluated project scope and analyzed requirements to reduce expenses by \$150K on quarterly invoice payments of \$3.4M.

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**INTERACTIVE BUSINESS SYSTEMS, Lakewood, CO**

1997 – 2000

**Account Manager**

- Same position as in 2005

**Rocky Mountain Springer Spaniel Association**

1985 - present

**Volunteer /Member**

- Planned, purchased, prepared and served lunches and banquet meals for up to 100 people for field trials in remote areas for over 13 years.
- Consistently generated significant revenue back to these not for profit organizations.
- Planned, organized and executed several AKC sanctioned Field Tests which raised money for the club.
- Created, organized and executed several additional fundraising events including a field day, auction and BBQ.

**Education & Training**

**Bachelor of Arts in Journalism**

1983

Colorado State University, Ft. Collins, CO.

**Personal**

Golf and Springer Spaniel enthusiast, passion for gourmet foods, fine wine, great books, trips to the spa and laughter.

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