John H. Smith, M.B.A.

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SENIOR BUSINESS DEVELOPMENT & ACCOUNT EXECUTIVE

Long-term Relationship Building | Strategic Planning & Implementation | C-Level Relations

Results-driven sales executive with a talent for building key relationships to enhance company growth and objectives while maintaining a thorough understanding of leveraging existing and emerging technologies to drive business goals.

Top-flight senior sales executive and business development authority with more than 10 years of consistently increasing corporate revenues through new business development and maximizing existing accounts. Create loyal client relations within all accounts—from end-user clientele to executive teams—through natural rapport and a sincere commitment to understanding and satisfying customer needs. Combine lead-by-example management with intuitive sales strategies to maximize efforts and boost profits. Consistently stay ahead of the competition by keeping current on industry standards and market factors that successfully translate company value to clients. Areas of expertise include:

- ❖ Customer Service/Satisfaction
- ❖ Key Account Management
- ❖ Key Account Retention
- ❖ Cross-Functional Sales Training
- ❖ Team Leadership & Mentoring
- ❖ B2B Sales/Marketing Development
- ❖ Project Management
- ❖ Measurable Deliverables
- ❖ Brand Management

PROFESSIONAL EXPERIENCE

Recent M.B.A. graduate from the State University School of Management, offering 12 years of client management and sales leadership experience with a proven track record of completing multiple projects on schedule and under budget. Able to identify opportunities to enhance the client experience and deliver measureable results. Strong capacity in managing large teams and getting the best out of each contributor.

INSURANCE GROUP OF FLORIDA, GROUP BENEFITS, Tampa, FL **2010 to Present**

- **Director of Sales -** Manage P&L for Insurance Group on a regional platform, while forging positive relationships with—and successfully leading—client management teams that ensure lasting relationships with B2B clients.
  - Currently directing a process management strategy to overcome significant business-cultural norms, which has resulted in the company implementing focused action to diversify their B2B distribution channels.
  - Manage, plan, and coordinate activities of multiple projects to ensure that objectives are accomplished within prescribed timeframes, budgets, and funding parameters. Establish work plans and multidisciplinary staffing for project phases and arrange for recruitment or assignment of team personnel.

- **Partner with client leadership** to construct strategic implementation projects by providing an improved ability to achieve short-term goals while balancing long-term growth objectives.
  - Developed an advantage group and implemented a client-centric initiative to create an internship program that would reach out to clients; managed a $50,000 budget, analyzed return on investment (ROI), and implemented the business marketing strategy, hitting both revenue-growth and ROI goals.
  - Analyzed and created an income statement that represented the costs of doing business, the ROI, and the revenue and profitability of projects. Strategized the 1st quarter and set projects up so the 2nd quarter will have a 1,000% increase.

- **Granted management autonomy** and began to develop the strategic direction of Insurance Group's technology program in collaboration with sales, aligning it with the strategic vision of the company.
  - Leveraged technology initiative by introducing third-party software solutions that provide quantitative data to identify growth trends, resulting in improved operational efficiencies, increased revenue, and 118% goal achievement.
  - Implemented a "Smart Office" software application that was owned—but not used by Insurance Group—and created a business case to use this CRM system; currently negotiating with senior-level advisors on how this application and "Profiles"—a financial planning third-party software—can help the company improve revenues and

decrease costs.

Professional Experience Continued …

FINANCIAL SERVICES, Tampa, FL **2008 to 2010**

- **Registered Consultant** - Introduced and led employee engagement project, formulating accurate benchmarks and target metrics; managed multiple corporate client relationships and maintained a 98% retention rate; led from the front, elevating team to the top 1% for production in 2009 and 2010.
  - Built and maintained business relationships at all levels of the organization; developed unique ways to grow the business with customers and provided thoughtful solutions to management in the face of challenges.

BANK ABC CORPORATION, New York, NY and Reston, VA **2000 to 2008**

- **Vice President, Consumer Division (2006-2008)** – Promoted to manage P&L of $450M and a sales team of 40 account executives; increased productivity by 150% in 2007 while consistently operating below predefined quarterly budgets.
  - Implemented change management strategies and effectively grew the sales team by 33%; added manager development programs that resulted in five employee promotions within 18 months.
- **Assistant Vice President, Assured Services, Phoenix, AZ (2004-2006)** - Partnered with senior management to develop, communicate, and deliver on regional goals by traveling through the region and visiting sales teams to teach cross-selling methodologies, resulting in business unit increasing customer acceptance rates by 41%.
  - Developed and maintained relationships with stakeholders from various departments by communicating specific benefits for various business units and obtaining critical support for project management initiatives.
- **Assistant Vice President, Consumer Division, Tampa, FL and Atlanta, GA (2000-2004)** - Quickly promoted from Account Executive, to Assistant V.P.; prepared for and earned the Series 7 & 63, Life and Health Licenses.
  - Adeptly managed the relationships between the company and customers; developed an intimate knowledge of customer values and personalities, positioning for and targeting specific consumers.

PROFESSIONAL DEVELOPMENT

State University, ABC School of Management, Atlanta, GA
M.B.A., May 2012

State University, Tampa, FL
Bachelor of Science, Business and Finance, 2009

State University, Washington, D.C.
Completed three years of general coursework before transferring in order to complete undergraduate degree

Series 7 & 63, Life and Health Licensed

Founding Member and President of T.E.A.M. Business Leaders Network

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MILITARY SERVICE

United States Army Reserves (5 years), Honorable Discharge

Willing to travel / Excellent references available upon request