

ROBERT SMITH

Area General Manager

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Innovative professional with 9+ years of progressive sales leadership and business development experience as a General Manager with the skills to drive business growth, capitalize on new revenue potential, and manage all aspects of daily business operations.

EXPERIENCE

Area General Manager

ABC Corporation - APRIL 2013 - PRESENT

- Ultimately charged with control of sales, expenses, inventory, purchasing, receiving, customer relations, accounts receivables, and maintenance of equipment and facilities.
- Used lean concepts to streamline product flow capable of producing 65% more units in the same footprint.
- Established a product development plan to ensure the business maintained its product leadership position.
- Managed human resource and recruitment initiatives improving the onboarding process by reducing time and expense.
- Weekly review of a \$100,000 annual marketing budget focused on search engine optimization and pay per click client experience management; team development and management; client satisfaction surveys; social media marketing campaigns; direct mail; webinars; and industry trade shows.
- Evaluated and improved operational procedures during a period of significant downsizing and change within the corporate travel industry.
- Developed and implemented training strategies for new and existing employees focusing on industry operational techniques, including two sales programs in conjunction with atlas van lines for use in the national cod market.

Education Sales Director

ABC Corporation - JUNE 2010 - MARCH 2013

- Directs all education sales and relationships with state boards of education and district superintendents throughout the united states and Canada.
- Regional sales director, public engines, salt lake city, Utah (2010-2012) primary role was to direct all saas sales, relationships, marketing, and operations in the northeast region of the united states and Canada.
- In addition, he managed all international relations with military and law enforcement in South America.

- The focus was to grow market share and turn around a continually stagnant area by way of relationships, business development, and channel partners.
- Surpassed all corporate goals by more than 300% strong advocate of accelerated scalable growth strategies.
- Was first in the company to target larger networks of clients versus the status quo of one-by-one.
- This resulted in a 500% growth in the average size of contracts - leading further to additional linked networks.

EDUCATION

- MBA in Business Finance - (Thunderbird School Of Global Management - Glendale, AZ)BS in Business Finance - (University Of Phoenix-Utah Campus - Salt Lake City, UT)

SKILLS

Word Processing, Sales Management, Business Development, General Management, Sales, Inventory Management, Team Building, Product Purchasing, Conflict Resolution, and Deductive Reasoning.