

John Smith

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Account Executive

Strategic Sales | Business Development | Solution Selling | Relationship Management | Market Expansion | Revenue Growth

PROFESSIONAL SUMMARY

Results-driven sales professional with 20+ years of success leading solution-based sales initiatives and driving growth across markets. Proven ability to exceed revenue targets by cultivating relationships with decision-makers at all levels and delivering customer-focused strategies that align with goals. Recognized for translating complex challenges into actionable solutions and for navigating long, multifaceted sales cycles to build sustained market presence – blending data-driven insights with consultative sales approaches to uncover opportunities, influence outcomes, and cement long-term partnerships.

- **Territory Sales Leadership** – Drive targeted demand generation and territory growth by engaging key decision-makers. Develop and execute tailored sales strategies that increase Apple's market share and visibility in sectors.
- **Solution-Focused Sales & Relationship Management** – Leverage deep understanding of industry challenges to craft and present customized 1:1 technology initiatives. Build and maintain trusting relationships with decision makers and executives, partnering often with internal teams and channel partners to accelerate deal closure.
- **Collaborative Stakeholder Engagement** – Navigate complex buying processes by influencing stakeholders. Align teams to deliver cohesive sales approaches that reflect Apple's leadership and drive sustainable account growth.

AREAS OF EXPERTISE

Account Management | Demand Generation | Territory Management | Strategic Partnerships | Customer Engagement | Relationship Building | Complex Sales Cycle | Face-to-Face Sales | Consultative Selling | Market Penetration | Sales Strategy | Decision-Making | Stakeholder Influence | Product Presentation | Sales Pipeline | Technology Solutions | Sales Reporting and Analytics | Customer Needs Analysis | Sales Execution | Time Management | Communication Skills

WORK EXPERIENCE

Relationship Manager – Worldwide Developer Relations
IBM – San Diego, CA

2013 – Present

Lead end-to-end sales, relationship management, and account management for high-value clients from initial contact to close – reviewing, testing, and contributing to the enhancement of developer products, optimizing for increased conversions, monetization, and compliance with industry regulations and agreements.

Sales Strategist – Driving Growth Through Persuasive Communication and Personalized Client Solutions

- Provide sales leadership as a Developer Success Manager, passionately advocating for developers to ensure their success – cultivating, managing, and expanding sales relationships with app developers on a global scale.
- Skillfully navigate client objections by customizing IBM solutions and employing persuasive communication, consistently closing deals while ensuring alignment with district goals and delivering exceptional service.
- Focus on providing a personalized experience that addresses challenges and creates long-term client satisfaction, resulting in enhanced brand reputation, increased retention, and sustained revenue growth over more than a decade.

Sales Leadership – From Prospecting to Training and Contract Negotiation

- Actively prospect and strategically identify potential new clients by developing tailored strategies, presenting compelling proposals, and skillfully negotiating with decision-makers to close sales related to In-App Purchases and advertising platforms to maximize revenue streams for IBM.
- Overcome sales challenges by combining targeted outreach, including cold calling and in-person presentations, to engage accounts in business development and expand territory sales opportunities.

Strategic Growth and New Partnerships Through Influential Communication and Customer-Centric Solutions

- Leverage strong communication skills to influence partners. Expand client portfolio through targeted prospecting and strategic relationship building, driving growth in IBM's market share and improving account retention.
- Deliver compelling product presentations that convert leads into long-term accounts, effectively communicating the value of IBM's solutions by focusing on the success of developers and creating long-term partnerships.
- Prioritize customer experience by aligning sales to a customer-centric approach, via trust and long-term engagement.

Principal**2009 – 2013****Rio Property – San Diego, CA**

Seized the opportunity during the financial crisis to invest in distressed properties, focusing on rental income and profitable selling to maximize returns. Rehabilitated properties in San Diego County, generating high returns and profits for investors.

- Developed and implemented sales strategies to exceed sales targets, tracking performance metrics, and adjusting sales process to maximize sales in a strong real estate market. Represented clients and advised on property/market.
- Negotiated with multiple private lenders and investors to secure short-term capital for property acquisition, showcasing strong negotiation skills and financial acumen to maximize returns over the long term.
- Forged business partnerships with Realtors, Selling Agents, and Private Owners to optimize investment opportunities.
- Established a thriving book of business by making high-volume calls and extensive networking efforts. Overcame challenges by prospecting to build a strong client base from the ground up in a competitive real estate market.

Financial Consultant**2007 – 2009****PwC – San Diego, CA**

Played a significant role in the submission of fiscal plans for two large entities, contributing to strategic financial planning. Assisted in conducting financial and operational due diligence for potential game publishing and co-publishing deals.

- Led efforts to research and rectify various SG&A posting errors resulting from a reorganization, demonstrating attention to detail and a proactive approach to financial accuracy. Managed and guided expenses in collaboration with the game development team, fostering effective cost management and financial discipline.
- Applied communication skills with the ability to reach all organizational levels. Coordinated forecast and plan submissions across multiple organizations, facilitating seamless communication and alignment of financial goals.

ADDITIONAL EXPERIENCE**Sales Manager / Assistant Sales Manager / Sales Manager Trainee – Qualcomm**

- Achieved rapid advancement from Sales Manager Trainee to Assistant Manager within six months, leveraging rigorous cold-calling training and business development skills acquired through Qualcomm training.
- Led in a competitive sales environment by consistently exceeding aggressive sales quotas and customer satisfaction targets, utilizing strong research and analytical skills to identify market opportunities, and created trusting relationships with key decision-makers to accelerate sales cycles and drive business growth.
- Excelled in business development by leading end-to-end sales efforts across long sales cycles, initiating engagement through high-volume cold calling and advancing opportunities through face-to-face meetings with key stakeholders.

Community Loan Officer – Wells Fargo Bank

- Created and delivered tailored product presentations to meet client needs, while building a strong referral-based pipeline through proactive outreach. Earned promotions in recognition of high performance and sales success.
- Engaged clients to understand financial goals and present loan solutions, strengthening trust and driving conversion.
- Cultivated relationships with local community stakeholders to expand outreach, aligning financial solutions with goals.
- Conducted in-person meetings and outreach events to educate potential community clients on loan products.

Business Development Leader – Dade's Bake

- Successfully penetrated five upscale Silicon Valley retailers through strategic cold calling, targeted business development, and strong relationship management. Provided leadership in exceeding sales goals.
- Leveraged full-cycle sales expertise to place products in high-profile locations, including the Intuit corporate campus and a premier Napa Valley retailer, using cold calling skills to expand market reach and brand visibility.
- Maximized visibility of high-margin products by building strong customer relationships by consistently maintaining high merchandising standards, identifying upsell opportunities, and securing in-store display placements.

EDUCATION**Bachelor of Science in Finance**

University of Southern California (USC) – Los Angeles, CA