

CYNTHIA J. CRANDON

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EXECUTIVE-LEVEL SALES & MARKETING KEY ACCOUNT / RELATIONSHIP MANAGEMENT

**Eighteen Years' Top Producing Sales Experience with Industry Leader & International Marketer
Exceeded Cumulative Revenue & Income Plans Every Year**

- Expert start-up manager and sales / marketing / business strategist
 - Passion for creating key alliances that provide market expansion, account penetration, top-line growth and bottom-line performance
 - Visionary leader with ability to identify and seize opportunities for industry dominance
 - Demonstrated success in providing rapid, immediate-to-market deployment of sales, management and growth strategies
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Areas of Strengths

Total account relationship management	Strategic market domination
Tactical alliance / partnership development	Executive-contract negotiation
Product, service and sales training – all levels	Diverse, industry-technical knowledge
Cross-functional teambuilding & leadership	Customer-service and retention management

Professional Experience

Restructured operations to increase profit \$7.5M

The Services Company, Dayton, OH, 1988 to Present

Sales Executive and General Manager of extremely profitable \$180M division of \$2B international company. Create and direct strategic sales, marketing and business plans for multifunctional teams of second largest operation with 1.7K people across Sales, Marketing and Manufacturing groups. Manage 15 Regional Sales Directors and more than 200 field and inside sales representatives at sites throughout US and Europe.

- Restructured operations to improve gross profit dollars 2005 over 2004 \$5.5M (14%); at operating income level, increase \$4.5M (15%).
- Restructured inside sales to improve decline of under-performing accounts from 30% to less than 2%.
- Justified \$1M capital investment credited with increasing annual sales 72%.
- Improved retention of sales team by 98%.
- Increased sales productivity 25%.
- Managed award-winning customer e-commerce program to 45% increase in orders year-over-year.
- Increased major brand of compliance documents 38% in 1 year.
- Justified \$800K capital investment to bring manufacturing of product in-house; realized 56% sales growth 1st year, goal originally projected to be achieved in 3rd year of operation.

Continued...

Created first customer e-commerce site that handles 70% of all orders

Director, Channel Management and Operations, 2001 to 2003. Managed business development, customer / sales communication, product promotion, e-commerce effort, customer service and general operations.

- Exceeded industry open rate over 80% for introduction of unit's first-ever e-newsletter and email marketing tool quickly adopted throughout company.
- Led development of company's first customer e-commerce site through which 75% of all orders.
- Chosen 1 of 10 team members (from population of 5K) as *High Potential Leader*.

Developed new business valued at \$20M in annual revenue

Chief Channel Manager, 2000 to 2001. Created new business unit to sell printing via Internet. Tasked with securing venture capitalist funding and managing IPO to leverage market conditions.

- Secured \$10M in VC funding.
- Closed 20 contracts with strategic partners that included IBM, American Express, MasterCard and Discover Card.
- Managed 50-person telesales team that produced \$20M in annual revenue.

Exceeded objectives minimum of 150% every year

Director, National Accounts Salest, Atlanta, GA, 1996 to 2000

Strategic Account Executive, Major Accounts, Raleigh NC, 1994 to 1996

Sales Executive, Printing Products, Dayton, OH, 1988 to 1994

- Negotiated and executed multi-million-dollar contracts with key clients such as John Deere, Philip Morris USA, Christian Children's Fund, RR Donnelley and First Chicago NBD.
- Exceeded quotas minimum of 150% every year; earned *300* and *President's Club* honors reserved for best performers each year.
- Recruited to revive floundering sales office; grew market from zero to \$4M in annual sales revenue.
- Exceeded financial goals 12 consecutive years as sales professional for local, regional and national accounts.

Education

Princeton University, Princeton, NJ

MBA

The Ohio State University, Columbus, OH

BS, Accounting