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DIRECTOR OF SALES / BUSINESS DEVELOPMENT

F500 Account Management ■ Team Leadership ■ Territory Growth ■ Training and Development

Creative and forward-thinking **Sales Director** highly regarded for exponentially increasing revenues by solving complex sales, operations, and internal challenges with clearly defined strategies that drive profits in competitive markets. A hands-on leader able to build winning sales teams that consistently exceed stringent quotas. Expert at creating a positive culture to enable growth throughout an organization. Turn under-producing territories into record-breaking districts. Strong track record of accelerating sales and driving pace-setting growth under challenging market conditions. Exceptional tenure resulting in promotions into critical roles for F500 industry leaders. Recognized for the mentality of “clients first and people always,” leading teams exceeding 50+, impacting more than 1 million customers.

SELECTED ACHIEVEMENTS

- Increased territory revenue 80% in under eight months after promotion to Sales Director for BMC Software, surpassing annual revenue objectives 150%.
- Spearheaded initiatives to increase client retention, improving contract renewals with F500 corporations 27%, while adding more than \$10M in profits formerly lost.
- Reinvigorated key account relationships within healthcare industry that improved market position 500% for waste management and opened an entirely new source of revenues.
- Awarded coveted “District Manager of the Year” for ranking 2nd out of 34 managers across 14 districts.
- Mentored sales professionals into true account managers, resulting in more than 80% receiving promotions into leadership roles after exceeding stringent quotas.

CORE COMPETENCIES

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|--------------------------------|------------------------------------|----------------------------|
| ▪ Strategic Market Positioning | ▪ Business Development | ▪ Account Management |
| ▪ Solution Selling | ▪ Territory Growth/
Development | ▪ High-Impact Sales |
| ▪ Customer Service | ▪ Contract Negotiations | ▪ Training/
Development |
| ▪ Team Leadership | ▪ Project Management | ▪ Relationship Building |

PROFESSIONAL EXPERIENCE

BMC SOFTWARE | HOUSTON, TX | 2010 TO 2017

Sales Director: 2013 to 2017

Promoted to manage sales and operations for Southwest Region, encompassing 12 territories and 30+ Account Managers. Developed innovative training programs adopted by the office to train more than 3000 employees. Set competitive, attainable KPIs that challenged employees, resulting in 98% retention rate with 24 out of 30 achieving promotions.

- Increased revenues more than 147% throughout the region, closing high-dollar clients including Exxon, Chevron, Baker Hughes, and Verizon, as well as the Houston Independent School District.

- Improved client retention 33% by creating more personalized service and offering incentives for longer contracts.
- Managed \$53M in sales in four years, with 95% of team exceeding quota.
- Negotiated largest client to date (Baker Hughes), covering 22% of income in 2015.
- Chosen to serve as an Interim International Sales Trainer, traveling globally to implement best practices.
- Streamlined negotiation process reducing contract time from 90 to 25 days while increasing closing ratio 12%.
- Diversified market from primarily oil and gas to include medical, education, and consulting, expanding market 18%.

BMC SOFTWARE | HOUSTON, TX - CONTINUED

Account Manager: 2010 to 2013

Managed both start-up and established F500 clients worth \$24M in annual revenue.

- Rebuilt Southern Texas territory from the ground up; grew region from a 50% decline to \$1.5M in revenue within 13 months; aligned region to exceed all forecasted goals.
- Won coveted “President’s Club Award” annually, ranking within top 2% in 2010, 2011, 2012 and 2013.
- Secured \$350K in new business for diverse product lines by developing a competitive pricing structure.
- Maintained aggressive 70-100 calls/day to ensure consistent pipeline.

WASTE MANAGEMENT | HOUSTON, TX | 2007 TO 2010

Senior Account Manager

Managed partnerships with F500 companies across numerous industries. Maintained knowledge of all verticals and targeted audiences. Mentored 12 sales coordinators to prepare for field roles.

- Generated \$18M revenue and achieved 130% of 2009 goal, in one of the most difficult environments.
- Led market share, negotiating contracts that result in 74% of revenues from 4 of the top hospitals in Houston.
- Built custom packages and advised on best practices to lessen negotiation time by 20 days.
- Surpassed goal for 2006 at 120%, 2007 at 140% and 2009 at 137%, ranking within top 5% annually.

PROCTER & GAMBLE | INDIANAPOLIS, IN | 2002 TO 2007

District Account Manager

Provided strategic level leadership to account managers and distributors, and increased sales in historically low-producing territories. Spearheaded efforts to expand, enabling sales growth of Indiana veterinary diet products. Created and nurtured well-balanced, diverse, focused team of 12 through motivation, leadership, training, and by establishing sales process as the foundation for business success.

- Achieved solid growth of more than 18% annually, 170% over projections.
- Increased prescription-diet sales volume 56% in historically underperforming regions.
- Played pivotal leadership role, and guided teams to establish 26 new purchasing accounts.
- Implemented customer service training for distributors, increasing renewals 27%.
- Increased annual sales from \$22M to \$38M by formalizing sales-target programs.

EDUCATION

Texas Tech University, Lubbock, TX
Bachelor of Science - Management (Cum Laude)

ADDITIONAL CREDENTIALS

TECHNICAL SKILLS

Microsoft Office (Word, Excel, PowerPoint, Outlook, Publisher) | Salesforce | CRM

PROFESSIONAL DEVELOPMENT

- Certified Sales Leadership Professional (CSLP)
- Certified Sales Operations Professional (CSOP)
- RAIN Group Sales Training Program
- Carew International Sales Training Program

VOLUNTEERISM

- The Forgotten Pet Advocates - Board Member
- United Way - Committee Chair for annual 5K walk (2015-Present)
- Houston Livestock Show and Rodeo - Scholarship Committee

AFFILIATIONS

National Association of Professional Women | Toastmasters | Houston Chamber of Commerce