

---

## Sales, Marketing, and Business Development Expert

*20+ years' success growing revenues through effective sales and marketing strategies and strategic planning*

---

A self-disciplined and analytical business development expert with a strong commitment and expertise in all aspects of the revenue generation process, from marketing initiatives to risk management and ROI analysis. Repeated success guiding cross-functional high performing teams in the development and implementation of leading-edge business solutions. Talent for launching sales programs that generate record-setting sales revenues. Expert presenter, negotiator, and businessperson; able to forge solid relationships with partners and build consensus across multiple organizational levels.

### Highlights of Expertise

- Strategic Business Planning
- Digital and Content Marketing
- Account Development / Management
- Public Relations and Communications
- Technology Solutions Optimization
- Budget Administration / Management
- Brand Management
- Process Improvement Tools
- Revenue Enhancement Initiatives
- Team Building and Leadership

---

## Career Experience

---

Gill Auto Service, Arvada, CO

**GENERAL MANAGER** (March 2019 to Present)

Hold concurrent responsibility for the management and implementation of business activities to drive profit gains for the assigned region. Develop and implement business strategies and process improvement tools.

- ♦ Introduce strategic and tactical action plans to increase revenues and leverage existing programs to surpass all current client and employee satisfaction levels while improving operational efficiency.
- ♦ Conceptualize and initiate internal growth plan projected to grow revenue **by 200% in 2020**.
- ♦ Coordinate financial and budget activities to fund operations and maximize investments.
- ♦ Research markets, identify potential business opportunities and implement appropriate programs to maximize investments and generate new income opportunities.

VM Mountain Resorts, Arvada, CO

**DIRECTOR OF SALES AND MARKETING** (November 2015 to February 2019)

Responsible for all sales and marketing programs and initiatives, aligning strategy with the company's short-term and long-term objectives. Integrated sales and marketing activities to grow revenue.

- ♦ Generated **\$28M in top-line Transient, Group Room Revenue**, and **\$4M in catering revenue** through innovative sales and marketing programs.
- ♦ Coordinated and supervised six Sales Managers, Director of Group Sales, Director of Leisure Sales, Director of Events, PR team members, Field Marketing Manager, and support staff.
- ♦ Created a Marketing Dashboard to track marketing campaigns for ROI effectiveness and allow for efficient interaction between different marketing teams.
- ♦ Achieved optimal financial performance by adjusting sales strategies for group and transient segments and providing comprehensive support to sales and marketing teams.
- ♦ Facilitated key marketing and PR initiatives through collaboration with external teams.
- ♦ Improved product marketability and profitability by capitalizing on market opportunities.
- ♦ Determined annual and gross-profit plans by forecasting annual sales quotas.

*continued...*

Comfy Resorts, Arvada, CO

**ASSOCIATE DIRECTOR OF SALES** (March 2008 to July 2012)

Responsible for leading the sales programs to meet and exceed sales goals through revenue management strategies, human resources administration, and generating new business opportunities.

- ◆ Established, promoted, and maintained working relationships with customers; designed and implemented marketing programs to expand active customer base.
- ◆ Researched new market opportunities and developed sales activity plans; proactively sold Jackson Lake Lodge, Jenny Lake Lodge, Colter Bay Village, and Headwaters Lodge.
- ◆ Attained annual room night and revenue goals by generating new group business; incorporated event offerings and marketing initiatives into the general strategy.
- ◆ Developed and implemented group, tour, and transient marketing campaigns and promotions.
- ◆ Oversaw departmental budgets, analyzed reports, and authorized expenditures.
- ◆ Implemented revenue management strategies for group room night and activity products.

Arvada Home Loans, Arvada, CO

**ACCOUNT EXECUTIVE** (June 2007 to November 2007)

- ◆ Designed regional sales strategies and directed the selling activities, to include resource deployment and customer interactions.
- ◆ Developed, promoted, and maintained key cross channel relationships with key industry executives and managed membership relations.

PR Financial Corporation, Arvada, CO

**CREDIT MANAGER** (September 2004 to April 2007)

- ◆ Achieved **double-digit sales growth** for six consecutive quarters by initiating process improvement tools and adjusting a credit-scoring model.
- ◆ **Top 10%** performance for two years.
- ◆ Maintained a department organizational structure and measured department performance.
- ◆ Planned and organized activities to ensure file reviews were completed timely and accurately.

Additional Experience

**Director of Sales** (April 2003 to September 2004) ▪ Crit Diagnostics, Arvada, CO

**Sales Manager** (April 2002 to April 2003) ▪ Advantage Sales Group, Arvada, CO

**Senior Sales Manager** (February 2000 to April 2002) ▪ Sales International FBA, Arvada, CO

---

## Education & Credentials

Bachelor of Hospitality Management

*Colorado State University, Fort Collins, CO*

Professional Development

- California Real Estate Broker License
- Essential Skills in Leadership for Hospitality Certificate

Memberships

- Board Member – Free Food for Good Organization