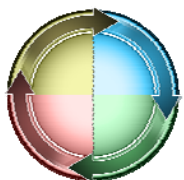


L. John Jackson

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Senior Level Business Development Executive Client Relations Management / Strategic Marketing / Deliver Measurable Results

Results Driven Business Development Executive with a track record of driving revenue and profit goals through an exceptional ability to build solid client relationships. Innovative thinker and visionary sales leader with excellent communication, presentation and closing skills. History of maintaining balanced sales results in a challenging economical climate. Eager to integrate diverse skill set into an Sales Leadership role with a progressive organization. Reputation for being a knowledgeable business partner who supports the clients' needs and delivers superior customer service.

Expert in full cycle sales; research demographics, prospecting, cold calling, networking, identify key decision makers, build relationships, perform needs analysis and close tough sales, and the following

- ♦ Printing Industry Expertise
- ♦ Projections and Goal Setting
- ♦ Territory Expansion
- ♦ Market Analysis
- ♦ Sales Planning and Execution
- ♦ Customer Focused Sales Process
- ♦ Decision Making/Problem Solving
- ♦ Educate Clients on Product Offerings
- ♦ Presentation, Delivery & Public Speaking

Professional Profile

- ♦ Skilled strategist who transforms ideas into workable solutions and benchmarks performance against key operational targets/goals.
- ♦ Drive aggressive marketing strategies to align perception and create distinction among competitors.
- ♦ Strategic leader with the ability to drive growth and ensure success by gaining cooperation and trust of clients; overcome challenges to meet the needs of the organization.
- ♦ Develop short and long term strategic plans for customer acquisition, retention and conversion to achieve goals.
- ♦ Motivated self-starter with sense of urgency and ability to rise to the occasion to exceed expectations.
- ♦ Exceptional public speaking and communications talent, ability to engage, excite, mentor and motivate others through presentations and exchanges.
- ♦ Produce exceptional results with tenacity, self-confidence, and an ethical character that elicits respect.
- ♦ Accountable in a high-profile executive role, overcome complex challenges and make high-stakes decisions within fast-paced, high-pressure environment using experience-backed judgment, innovation, strong work ethic and integrity.
- ♦ Recognized as a strong, results driven leader with strong planning, organization, and delivery skills.

Professional History

Data Supplies, Inc., Birmingham, AL (2008) - Business Development Representative

- ♦ Drove business development and client acquisition strategies for a premiere document management and print production organization.
- ♦ Reestablished lost and inactive accounts by aggressively pursuing and generating sales activity; secured key contract with a large Caterpillar dealer resulting in a substantial increase in volume.
- ♦ Utilized strong communications skills to cold-call, network and secure appointments to make sales presentations; identified key decision makers, performed client needs analysis to determine requirements, and successfully suggested products and services to fill those needs.



Adatech, Birmingham, AL (2007) - Business Development Representative

- ♦ Selected by Senior Management to lead expansion efforts from specialized technical staffing services to general business staffing strategies, resulting in significant business growth and presence in new markets.
- ♦ Secured lucrative relationships with decision makers from the Alabama Power Company, Alagasco, and Blue Cross and Blue Shield to provide temporary staffing for Accounting, Human Resource, Administrative and Management positions.
- ♦ Analyzed the organizations staffing needs to define opportunities; interfaced with broad based staffing specialists to identify potential candidates and coordinated placement on-site at client locations.
- ♦ Consistently exceeded business development goals, and established the organization as a strong provider of professional level candidates.

US Print Corporation, Birmingham, AL (2006) Transitions Specialist

- ♦ Completed sale of business (Best, Inc.) to US Print Corporation.
- ♦ Provided transition guidance to ensure consistency in service for clients, coordinate completion of projects and introduce new Business Development Representatives to client base.
- ♦ Trained, coached and mentored new sales staff and ensured a smooth transition from Best, Inc. to US Print methodologies and service portfolio.

BEST, INC, Birmingham, AL (2003 to 2006) - Owner/President

- ♦ Grew highly successful document management and commercial print company from inception; maintained complete accountability for business model development, marketing and promotions, staffing and customer service initiatives.
- ♦ Identified and selected commercial location and vendors; managed bid processes for specialized equipment and secured financing for business start-up.
- ♦ Utilized expertise in printing industry products and services to drive business development and product offerings to clients; incorporated technology based applications to provide quick turnaround for cutting edge printing and promotions products.
- ♦ Grew sales from \$0 to over \$325K within 2 years; secured high profile clients including AOL Time Warner and Southern Living at Home to provide custom made individualized printed collateral materials for home-based, party planners and sales consultants.
- ♦ Interacted with Graphic Design professionals to drive creative development processes for design ideas that offered clients high quality print materials at a competitive price.
- ♦ Created, implemented and maintained an online, web-based customer service portal that allowed clients to place orders, view blue lines and proofs, conceptualize layouts and see invoice.

Data Supplies, Inc., Birmingham, AL (2000 to 2003) - Sales Representative

- ♦ Led aggressive business development and promotions activity to drive high volume sales for a \$60MM printing company; effectively delivered over \$2MM in annual business through solid client communications, understanding their requirements, and providing appropriate solutions to meet the clients objectives.
- ♦ Effectively managed timely delivery of materials, acted as liaison between agency and clients to provide account/project status information and provide ongoing oversight as needed.
- ♦ Managed day to day operation of the account, assumed ownership of work flow, schedules and budgets.
- ♦ Cultivated strong working relationships with both internal and external clients to drive business goals and exceed sales expectations.

E d u c a t i o n

Samford University, Birmingham, AL - **Bachelor of Science, Business Management**