

Lynn Shelly

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**Profile: Sales Management Executive – Telecommunications.** MBA. Expertise in VoiP, enterprise solutions and customer relationship management. Well versed in OEM branding. Adept experience in building key corporate alliances. An unusual complement of experience in Marketing and Sales – able to create and marry marketing strategy with sales tactics. A career signature of outmaneuvering major entrenched competitors and building long-term sales referral networks. Strong portfolio of telecom industry contacts. A leader – understand the difference between leadership and merely managing people.

**Inclusive Experience:**

|                                |                                  |                              |
|--------------------------------|----------------------------------|------------------------------|
| <b>Team Building</b>           | <b>Change Leadership</b>         | <b>Reorganization</b>        |
| <b>Start-Up Operations</b>     | <b>Corporate Alliances</b>       | <b>Enterprise Solutions</b>  |
| <b>Go-to-Market Strategies</b> | <b>Interdepartmental Liaison</b> | <b>Emerging Technologies</b> |

**Employment Overview:**

|   |                |
|---|----------------|
| EDGE TECHNOLOGIES. Torino, KY<br><u>General Manager, KY Branch Office</u>   | 2002 – Present |
| CYBER TECHNOLOGIES. Overland Park, KY<br><u>Vice President Sales, North American Region</u><br>Parimer Long Distance Customer Team  | 1998 – 2002    |
| INGRAM MICRO, INC. Santa Ana, CA<br><u>Vice President, General Manager, Telecom Division</u>  | 1992 – 1998    |
| PACIFIC BELL. Torrance, CA<br><u>Director, Sales and Marketing, New Products Group</u><br>Director, Business Network Group<br>Previous: District Sales Manager, Sales Executive | 1984 – 1992    |

**Employment Detail:**

EDGE TECHNOLOGIES. Torino, KY  
General Manager, KY Branch Office (2002 – Present)

Took over an organization in chaos, with little vision and low morale. Quickly turned around performance, first initiating overhaul of existing programs, processes and job profiles to better align with corporate goals. Leveraged unused key business alliances to open new markets and re-establish industry leading position. Reports: 15.

- Showed rare complement of skills in Operations, Sales, and Marketing.
- Conceived of and led team launch of national sales programs, meeting sales goals and driving new sales channels.
- Quickly **resolved the problem** of major clients leaving for competitors.
- Integrated a new CRM database into the account management process.
- Recipient of Top TurnAround Office, 2003, and Best New Sales Programs, 2004.
- **Sales Achievements:**
  - Led rise in office ranking from 22<sup>nd</sup> to 2<sup>nd</sup> within 18 mos
  - Enabled sales growth of 46%, 57% YTD for 1<sup>st</sup> quarter

CYBER TECHNOLOGIES. Overland Park, KY  
Vice President Sales, North American Region (2000 – 2002)

Provided leadership and development of strategic services: demand creation and in-channel support targeting service provider customer's sales by creating improved data recovery and sales reporting tools. Reports: 8.

- Initiated and developed vital corporate relationships: *Sprint*, *WorldCom* and *UUNet*.
- Designed and implemented concept, services and initiatives within the CQE support teams.
- Conceived of and built a charter executive team – the leaders within Sales, marketing and various other business segments, to strengthen intra-divisional communications, raise ideas and improve business planning.
- Promoted from Parimer® Long Distance Customer Team (1998 – 2000), after leading the unit sales team from \$5 to \$12 million in 12 mos – a corporate record. And launching the new xDSL technology within the CT ION network (*Lucent* branded solutions).

INGRAM MICRO, INC. Santa Ana, CA

Vice President, General Manager – Telecom Division (1992 – 1998)

Provided key leadership, both in improving operational standards as well as leading corporate change; note oversight of newly acquired business segments during this period – enabled smooth transition of personnel into the IM culture. Oversight of \$3.8 million operating budget. Direct reports 18.

- Displayed change leadership role in expanding staff from 15 to 57 in 24 months.
- Addressed the **challenge of developing a new niche market**, despite fierce competition; drove alliance of key corporate partners and led growth strategy of “blitzkrieg” sales.
- Reigned in a historically poor budget management problem; created new fiscal management tools, which became operational standards enabling improved decision making support.
- Conceived of and created a two year business plan, positioning company for vital new markets and addressing a rapidly changing competitor landscape.
- Recipient of achievement awards, including: 1993's Teleconnect Magazine's Telecom People of the Year; 1994 North American Telecommunications Association's President's Distinguished Service Award
- **Sales Achievements:**
  - Met or exceeded all sales goals, averaging from 110% to 635% of goal per annum
  - Led market growth of 530% into new video markets
  - Formed synergy between voice and data products marketing to open national retail channels, driving new sales of \$15 million per annum and enabling vertical market development

PACIFIC BELL. Torrance, CA

Director, Sales and Marketing – New Product's Group (1990 – 1992)

Tenure showcased ability to quickly assemble and motivate top performing teams. Learned the art and science of creating vision and team synergy among what were often initially disparate individuals. Direct reports: 23, indirect 120, including managers, supervisors and CSRs nationally.

- Pioneered a new level of communication between the Sales and Marketing groups, en route to capturing new markets, improving corporate brand value and increasing profit margins.
- Overcame various logistical and technical challenges to implement a new enterprise wide IT system.
- Overcame the **challenge of a major competitor's** blitz – selling what appeared to be an improved solution at a better price; quickly went into crisis leadership role to save major accounts and recover lost clients.
- Built a number of programs which became operational standards, e.g. a new customer segmentation process, a (then) cutting edge precursor to CRM and MarCom tools.
- Part of creative team enabling integration of new products and technologies to the core line; involved in nearly all aspects of the product lifecycle including work with design engineers, creation of marketing strategies, channel development, sales training and overseas distribution logistics.
- Summary of previous titles: District Sales Manager (1988 – 1990), and Sales Executive (1984 – 1988)
- **Sales Achievements:**
  - Took market share from \$8 million to over \$35 million within 48 months
  - Established key alliance with Sprint; this included co-branding and channel development projects which proved key to rapid market development.
  - Led development of IntelWire© small business solutions products – opening sales channels of \$5 million per annum, and achieving 147% of goal per annum first three years.

**Education:**

OHIO STATE UNIVERSITY. Masters of Business Administration, Bachelor of Business Administration.

**Associations:**

Multi Media Telecommunications Association, Vice Chair, Board of Governors (1998-2003); North American Telecommunications Association, Board of Directors (1991-1997); Burnes Institute, Board of Directors (1980-1987) C.H.A.D., Board of Directors (1980-1987); United Way, Steering Committee, (1992).