

## LYNN SHELLY

21261 Crooked Lane • Lynwood, KY 36209 • Phone: 555.555.5555 • Email: lshelly@comcast.net

### SALES AND MARKET DEVELOPMENT EXECUTIVE

Industry leader in the voice, data and video convergence marketplace. Dynamic, results-oriented Executive with proven ability to develop sales and new market opportunities. Excellent management and team building skills.

Areas of expertise include:

- General Management
- Channel Development
- External Public Relations
- Customer Demand Creation
- Solution Selling
- Customer Alliances

### PROFESSIONAL EXPERIENCE

EDGE TECHNOLOGIES, INC., Torino, Kentucky

2002-Present

#### **GENERAL MANAGER, KY BRANCH OFFICE**

Senior Executive with oversight responsibility for sales, operations, and administration of multi-million dollar sales office for national telecom manufacturer and service provider. Provided professional, stable leadership to an organization virtually undirected since acquisition in 2001.

- Met all major revenue metrics in first full year; sales increased 46%.
- Reorganized operational process improving productivity, accountability and morale.
- Developed and launched a new marketing campaign to prospective customers.
- Took the branch from last place (top 22 financial metrics measured) to Top Ten.
- Implemented CRM database and account management process.

CYBER TECHNOLOGIES, Overland Park, Kentucky

1998 – 2002

#### **VICE PRESIDENT SALES, NORTH AMERICAN REGION (2000-2002)**

*Customer Demand Creation*

General management of the Customer Quality Experience (CQE) business development initiative within CT's Field Solutions organization. Responsibilities include providing a value chain of strategic services; demand-creation and in-channel support that grows targeted service provider customers' sales by differentiating and leveraging their imbedded networks, infrastructures and customer/channel relationships.

- Initiated business development team designed to improve strategic relationships and generate demand for Sprint, WorldCom and UUNet. Assignment expanded to support CT's North American Wireless/Mobility customers, then expanded again to support entire North American customer set.
- Built charter executive staff from various sales, marketing and business development areas of the business, plus several new employees from outside the company.
- Developed and drove CQE's concept, services and initiatives to CT's Teams.
- Influenced and enlisted support from leadership throughout CT product houses, professional services, corporate marketing, emerging markets and distribution channels, finance and contracts.
- Launched numerous demand creation projects across all customer segments in CT's North American market.

#### **PARIMER LONG DISTANCE CUSTOMER TEAM (1998-2000)**

General management of CT's customer team responsible for business unit sales development, implementation support and customer relationship management of CT's Long Distance, ION and International business units.

- Took inactive business unit sales team from \$5million to >\$12 million in annual sales in first year. Introduced advanced xDSL technology to Sprint ION network; first such Lucent-branded penetration of Parimer's Long Distance in account history.
- Drove Dial IP application into account, using CT's Remote Access Server (RAS) technology, APX8000. Largest initial deployment of APX8000 in the company (over 500,000 ports).

- Developed and implemented improved corporate relations contact strategy; broadened coverage of Sprint LDD executives by several-fold in first year of program.

INGRAM MICRO INC., Santa Ana, CA

1992 – 1998

**VICE PRESIDENT, GENERAL MANAGER, TELECOM DIVISION**

Corporate Officer recruited for expertise in telecommunications industry. Led initiative to plan, build and launch a new business unit to capitalize on convergence of voice, data and video markets. Complete P&L responsibility.

- Conceptualized and developed the formulation of a business plan to enter new market. Market grew 530% over two-year period.
- Built an entire matrix organization of field sales, telesales, and purchasing, marketing and technical support with an annual budget of \$3.8 million.
- Grew division associates from start up to 57 within 24 months.
- Leveraged industry relationships to add 40 new vendors as part of a comprehensive line card.
- Achieved highest attainment of sales over budget associated with company's percentage of gross margin.

PACIFIC BELL, Torrance, CA

1987 – 1992

**DIRECTOR, SALES AND MARKETING, NEW PRODUCTS GROUP (1989)**

Responsible for the promotion of PB-branded OEM products through multiple channels.

- Developed comprehensive dealer network that increased PB visibility throughout customer base.
- Successfully managed a nationwide sales force and marketing staff.

**DIRECTOR, BUSINESS NETWORK GROUP (1987-1989)**

Accountable for sales and profit goals in the private network environment of the deregulated telecommunications markets (\$185 million) through strategic direction and sales motivation. Led efforts in sales forecasting, customer interface, and sales presentations for major opportunities. Major role in defining and developing new markets using industry intelligence and effective marketing strategies.

- Directed 120 managers, supervisors, and customer service reps and a national field sales force.
- Led efforts in developing corporation's first customer segmentation process.
- Partnered with marketing department to achieve growth through joint planning and implementation.
- Created concept and collateral for value-added services program marketed to strategic customers.
- Key liaison with logistics which ensured just-in-time inventory for strategic customers.
- Served on strategic company-wide information systems modernization project.

**DISTRICT SALES MANAGER, Phoenix, AZ (1988-1991)**

**SALES EXECUTIVE, San Pedro, CA (1984-1988)**

PHONE EDGE, INC., San Clemente, CA

1983 - 1984

**SALES MANAGER**

## ACADEMICS

**MBA, Executive Fellow, Ohio State University  
Leadership Institute**