

Senior Manager, 30 years with one company – After
Presented at 2010 Career Director's International Conference

SCOTT BALLENTINE

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SENIOR SALES MANAGER / STRATEGIC & TACTICAL BUSINESS DEVELOPER

- Forward-thinking sales executive, team leader, collaborator, and project manager with 20+ years of progressively responsible experience in the highly competitive, rapidly changing computer technology products and services industry.
- Offer a depth and range of experience, maturity of business judgment, passion, and integrity reflected in ability to grow organizations and teams from scratch; retool and re-brand; spin down an organization; and help employees endure the discomfort of change to reach acceptance with renewed fortitude.
- Champion of individual- and team-development plans crafted to capitalize on strengths and reinforced by training, coaching and mentoring. Managed teams of technical sales representatives and business process outsourcing partners across multiple locations. Owned sale quotas as high as \$225 million.
- Served as trusted advisor and product specialist to a diverse customer base including end-users, software developers, two-tier resellers, channel partners, small and large businesses, federal/state/local government, and higher education.

PROFESSIONAL EXPERIENCE

BRAND NAME COMPUTER COMPANY, Columbia, MD

1978–Present

Launched career as youngest account representative to hit \$1M sales. Immediately began charting a deliberate course that would provide opportunity for gaining a breath of experience across all lines of business and in every aspect of sales.

Confidently weathered numerous business changes characterized by new technology innovation; national and global expansion; start-ups and mergers; expense crunches, economic hardships, and workforce reductions; leadership changes and business transformations.

"Most people are inclined toward building things – I am also perfectly comfortable taking apart something that is not working"

DIRECTOR—11/07–Present

Enterprise Integrated Sales Operations Enterprise Inside Sales

- Perform complex role involving organizing, focusing, and directing multiple work groups and special projects.
- Direct inside sales team of 15 public sector account reps based in Maryland and Colorado; control \$1M budget. Remotely manage business process outsourcing operation (BPO) in Idaho.
- Maintain direct line of communication with executive team to share industry best practices and help establish expectations and metrics that drive sales force performance and accountability and help sustain company's competitive advantage.

Recent Achievements & Ongoing Initiatives

- **Instrumental in developing and executing fast-action response to acquisition of EDS, which spurred reengineering of EDS's existing call center to support launch of PC Enterprise Services.**
 - Met aggressive 60-day timeline for structuring and staffing new call center, severing ties with existing partner, and transitioning nearshore BPO to U.S. mainland.

~ PRIOR CHRONOLOGY ~

***Sales Manager
Public Sector
Inside & Direct Business
05/02–10/07
Inside Printing and Imaging—
5/0 –10/03***

***Inside Sales Manager
Public Sector
10/00–5/02
Hardcopy
5/99–10/00***

***Inside Sales Rep
Channels—11/92–5/99***

***Program Manager/Sales Rep
Channel Partners
11/90–11/92***

***District Sales Manager
CPO Distribution & Systems
TeleSales
9/89–10/90***

***Sales Representative
Business Systems TeleSales
11/87–9/89***

***New Business Development
& Major Accounts
11/82–10/87***

***Installed Accounts/Small
Value Added Businesses
9/78–10/82***

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Recent Achievements & Ongoing Initiatives - Continued

- **Planned and executed strategic and tactical launch of New Mexico sales and support call center, from concept to operation.**
 - Selected and placed management team and set wheels turning toward meeting aggressive staffing objectives aimed at filling 85% of requisitions with new hires and relocating additional personnel.
- **Took hold of an executive-inspired pilot project focused on capturing and leveraging federal economic-stimulus dollars to feed public sector accounts and increase sales revenues.**
 - Worked directly with CEO to develop and cost the pilot; sourced and managed third-party vendor to handle outbound sales calls. Currently looking at ways to integrate program company-wide.
- **Took the lead in executing multiphase project to consolidate 60 geographically dispersed call centers into two centralized locations.** Achieved immediate cost savings and set the stage for dramatically reducing future salary expenses.
 - Collaborated with internal business leaders and consultant to rank and review bids from all 50 states. Made final recommendations to CEO, who negotiated with state governors to seal the deal.

Prior Challenges & Contributions

- **Forged and managed third-party contract for nearshore outsourcing of in-bound call center activities to Jazer Worldwide (Halifax, Nova Scotia).**
 - Built the team and provided remote leadership and direction to 19 personnel.
- **Dismantled and rebuilt an underperforming inside sales operation and transformed a sales liability to an asset with 20% cost savings.**
 - Developed, communicated, and delivered 100-day strategic plan that eliminated layer of management, reassigned sales and support roles, and reduced staff by 22%.
- **Built, from the ground up, three inside sales teams to support corporate/enterprise (B2B), public sector and commercial accounts. Established BPO contract to handle inbound calls.**
 - Attained esteemed *President's Club Award* for team leadership and sales performance as well as strengthening relationships at all levels, across multiple organizations and business sectors.
- **Halted potential elimination of public sector inside sales team following merger with Compaq, which sparked 70% across-the-board workforce reduction.**
 - Formulated and presented business plan and value proposition that convinced new leadership to retain 100% of public sector account reps.
- **Structured and implemented unique national model for leveraging channel-partner relationships to drive sales with best-in-class resellers.**
 - Led dedicated team of inside territory specialists that netted one-year revenue growth of 13% by identifying and nurturing channel partners.
- **Helped marshal in cultural shift in sales philosophy and approach that transformed sales force to trusted advisors tasked with selling business solutions.**
 - Interviewed employees, from CEO-level on down, to produce a case study that provided insight for implementing the transformation.
- **Successfully implemented a sales plan that served as national model for managing nearly 70% of firm's channel partnerships.**
 - Defined, acquired and contracted 120 channel partners to manage inside sales over the phone.
- **Envisioned, architected and implemented a first-of-its-kind business-systems pilot program that generated \$2.5M sales in less than two years and exceeded quota by average of 140%.**
 - Captured corporate recognition that led to national roll-out of the program.

Education

BACHELOR OF SCIENCE, MARKETING MANAGEMENT (*Computer Science Minor*)
VIRGINIA POLYTECHNIC INSTITUTE AND STATE UNIVERSITY, Blacksburg, VA