

BARRY ALLEN SXXXXXXXX

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Sales & Marketing Executive with proven success in delivering revenue and profit gains in highly competitive environments.

**P&L Management
Operations**

**Sales Leadership
Training**

**Business Development
Customer Relations**

**Marketing
Forecasting**

RAINMAKER - devises innovative, tactical plans that maximize revenue potential and corporate performance.

- Launched company that became Fortune 200's largest distributor; generated \$2 billion in sales annually.
- Led team that captured \$5.7 billion in assets, solidifying market-leading position.
- Established venture which generated \$250 million in new business and \$100 million in annual sales.
- Propelled key distributor's market share 700% in 1st year; reengineered marketing and secured preferred-vendor status.

STRATEGIST - identifies deficiencies and crafts solutions that bridge gaps and improve competitive advantage.

- Drove \$250 million sales increase for 2 distributors; led product development and best practices initiative.
- Formulated pricing model that enabled rapid sales increase, supporting year-over-year company growth.
- Executed expansion plan; negotiated \$335K+ lease/buildout; launched cross-country branch office in 3 months.
- Directed initiatives that secured preferential shelf space for key product lines, increasing national presence 28%
- Created and launched new platform that propelled distributorship into top 5% nationwide.

LEADER - fosters profitable business relationships and rallies the troops to achieve goals.

- Ignited cooperative atmosphere among sales team and 100+ wholesalers, significantly improving performance.
- Led group of 80 sales associates to reach 100% of quota year over year.
- Trained, developed and mentored 25+ professionals in sales and high-level negotiations.
- Built relationships with 2K+ brokers and intermediaries across 40 states and Puerto Rico.

EDUCATION

B.A., Economics, University of Cincinnati, Cincinnati, OH
NASD Series 7 & 63 • Licensed commercial-rated pilot

CAREER HISTORY

XXXXXXXXXXXX FINANCIAL, Columbus, OH, 1997-2006

Vice President – Sales; National Sales Management & Business Development (*based in Miami, FL*)

- Played pivotal role in integrating newly acquired company. Coordinated 100+-member sales staff across 4 channels.
- Liaison to regional, independent and institutional distributors.
- Unified high-level product and distribution sources to drive sales efficiency and business expansion.
- Maximized wholesaling resources, pursued joint ventures, built top-level alliances and implemented innovative promotional programs to cement national market position; increased assets to \$2+ billion.

XXXXXXXXXXXX SERVICES, Cincinnati, OH

President, Sales Manager, 1976-1997

- Led transformation of a bold plan into one of the most successful companies of its type in the nation.
- Marketed investments, insurance, estate planning and wealth management services.
- Developed procedures and internal controls; hired, trained and directed 80+ personnel (including wholesale sales force).
- Managed P&L, operations, marketing, forecasting, sales training/leadership, HR and payroll.
- Subsequently accepted profitable buyout with \$157 billion institution. Elected to board of directors of acquiring company.