

TRACY MORRIS

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SENIOR SALES MANAGER

Strategic Sales Planning • Relationship Management • Market Expansion

Dynamic, results-driven sales strategist with a 14+ year record of achievement and demonstrated success driving multimillion-dollar revenue growth while providing visionary sales leadership in highly competitive markets. Solid track record securing key clients and increasing product distribution to grow market share. Tenacious in building new business, securing customer loyalty, and forging strong relationships with external business partners. Exceptional mentor and coach; combine business acumen with innate leadership abilities to recruit, build, and retain top-performing sales teams.

Key strengths:

- High-impact Sales Presentations
 - Territory Growth Management
 - New Product Launch
 - Strategic Market Positioning
 - Needs Assessment & Product Education
 - Multimillion-dollar Negotiations
 - Budget Administration / P&L Management
 - Recruiting and Staffing Initiatives
 - Staff Development Programs
 - Team Leadership, Coaching, and Mentoring
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PROFESSIONAL EXPERIENCE

SYSTEMS CORPORATION, Santa Clara, California

Director, North American Sales (2008 to Present)

Oversee corporate sales division with eight district offices for leading innovator in data storage and automation with 1500 employees and annual revenues exceeding \$100 million.

Direct sales and business development functions, including new product rollouts, key account management, customer relationship development, contract negotiations, and order fulfillment. Manage P&L and budget responsibilities. Conduct cross-functional team training, coaching, and mentoring. Lead district sales managers and marketing associates located throughout the U.S. and Canada. Design, implement, and adjust various sales plans and programs for data storage products, with a focus on building two-tier distribution channel and fostering demand in the Fortune 500 arena.

Selected Achievements:

- ◆ Instrumental in complete turnaround of under-performing sales team; set higher expectations and instituted individual accountability resulting in **450% revenue increase** over three years.
- ◆ Met or exceeded all quotas throughout tenure; averaged more than **\$57 million in annual sales** in North America and earned multiple company awards in recognition of performance.
- ◆ Consistently developed strong, sustainable relationships with VAR partners and executive decision makers of Fortune 500 client companies.

DRIVE STORAGE, INC., Chicago, Illinois

Midwest Sales Director (2003 to 2008)

Recruited to build and develop top-producing sales team and manage 12-state territory for computer distributor with \$110 million in annual sales.

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Managed region comprised of 48 franchisees and independent resellers, with combined total annual sales exceeding \$32 million. Developed and implemented strategic plans to market franchises and persuade resellers/VARs to purchase products from company's distribution centers. Accountable for channel and end-user sales development, new market identification and penetration, and large-scale contract negotiations. Monitored operational performance of franchisees to ensure alignment with corporate goals.

Selected Achievements:

- ◆ Team consistently **ranked #1 in company sales** for five consecutive years.
- ◆ Designed and led training and team-building seminars later adopted as company-wide "best practice" standard for franchisees.
- ◆ Impacted business partner revenue, achieving **more than 200% increase** through continual communications and liaison efforts with both franchisees and sales team members.

IMAGE CORPORATION, Rockford, Illinois

Sales Representative / Regional Sales Manager (1998 to 2003)

Rapidly promoted within first year to direct product and regional sales operations for one of the world's leading suppliers of office automation equipment including copiers, facsimile machines, and data processors.

Built and developed seven-state dealership network for sale of entry-level reprographic systems. Facilitated sales training for dealer representatives, developed new sales programs, and acted as liaison between dealer channel and direct sales organization.

Selected Achievements:

- ◆ Established company's first-ever Northwest channel sales organization.
- ◆ **Increased territory sales by 127%** or more annually.
- ◆ Rapidly promoted from Sales Representative after earning recognition as Top Sales Producer.

EDUCATION AND CREDENTIALS

Master of Business Administration (MBA) • UNIVERSITY OF MICHIGAN, Ann Arbor, Michigan

Bachelor of Science (BS) • UNIVERSITY OF NOTRE DAME, Notre Dame, Indiana

Professional Development:

Dale Carnegie Sales Training
Leadership through Quality
Account Management-Selling System

Professional Associations:

National Association of Sales Professionals (1999 to Present)
Toastmasters International (1998 to Present)