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# GARY K. GOODHART

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## SALES & MARKETING EXCELLENCE

### Team Building & Leadership - Business Development - Field Sales Development - Revenue Growth

*"Proven track record of sustained results by consistently achieving and exceeding sales target"*

Organized, dedicated, and enthusiastic leader with aggressive drive for results combined with proven talent for building and motivating staff. Offers years of extensive promotional products industry experience with expertise in market penetration, business development and increasing sales. Demonstrated success of constantly combining sales and marketing leadership with business practices to position companies for long-term growth and profitability. Known for the ability to solve complex problems, streamline sales process, deliver excellent customer service, and produce extraordinary results. Detail-oriented, systematic, and a dedicated team player with excellent communication and interpersonal skills along with profound ability to identify new opportunities, expand customer base and satisfy corporate objectives to produce sustainable revenue growth.

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## CORE SKILLS AND COMPETENCIES

- New Business Development
  - Sales and Marketing Strategy
  - Decision Making Skills
  - Lead Generation
  - Team Leadership & Mentoring
  - Cross-Functional Sales Training
  - Creative Problem Solving
  - Customer Service/Satisfaction
  - Organizational Skills
  - Strong Work Ethic
  - Time Management
  - Multi-tasking Skills
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## PROFESSIONAL EXPERIENCE

AIA CORPORATION, Neenah, WI

(2015-April 14, 2017)

*Director (Field Sales Development)*

Directed efforts to develop business and marketing plans, manage P&L, dispute resolution, achieve sales goals, and increase the profitability of over 100 franchise owners and sales affiliates. Utilized superior subject matter knowledge and excellent interpersonal skills to negotiate with suppliers, provide sales training as well as develop and deliver presentations to end users.

- Repeatedly recognized for earning significant accomplishments throughout career; **voted by 280 franchise business owners and won the coveted save the day and outstanding achievement award for 2016**, acquired and retained clients, remarkably exceeded expectations of productivity, was an effective accountability and motivation coach, and **impressively registered double digit sales growth from 2015 to 2016**.

AIA CORPORATION, Neenah, WI

(2007-2015)

*Field Sales Specialist*

**Maximized productivity of over 50 independent business owners** by providing utmost assistance and training in various business and sales operations including prospecting, retention, P&L management, dispute resolution, and customer service as well as lead generation and ROI pricing strategy.

- Excelled within promotional products industry; have attained a higher standard of professionalism, knowledge and experience, remarkably achieved or exceeded yearly sales goals, won the 2014 Emerald Customer Service Award, and is a **Certified Advertising Specialist**.

HUDSON VALLEY STROMBERG UMBRELLA, Peekskill, NY

(2005-2007)

*Director Of Sales*

**Enhanced the operational efficiency and flexibility of the company** by effectively performing a variety of sales, marketing, and management support responsibilities. Teamed, worked, and collaborated with distributors in incorporating effective ways, and developing effective marketing programs to successfully sell promotional umbrellas and other items to clients, while providing training in the customer service team.

- **Regarded for the profound contribution to the growth of the company**; boosted revenue of the business by implementing effective and efficient business development strategies, consistently achieved or exceeded sales target, and registered double digit growth in performance.
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## EDUCATION

ROGER WILLIAMS UNIVERSITY, BRISTOL, RI

Dual Bachelors of Science, Marketing and Management | Deans List

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## TECHNICAL PROFICIENCIES

Microsoft Word, Microsoft Excel, Microsoft PowerPoint, Microsoft Access, Microsoft Outlook, Java, Spreadsheets, CRM

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