



909.583.5278 | john@johnssimmons.com
 www.johnssimmons.com
 www.linkedin.com/in/johnsimmons43
 Note: Currently resides in Southern California and open to domestic relocation.



STRATEGIC AND INNOVATIVE SALES SOLUTIONS LEADER



professional summary

Accomplished and award winning sales management professional with 10+ years' experience and demonstrated results in exceeding sales targets, while consistently exceeding client expectations through exemplary service. Outstanding leadership and communication skills used to motivate, inspire and develop high-performance business to business (B2B) and business to consumer (B2C) sales organizations along with a keen ability to drive and facilitate change in rapidly growing and dynamic organizations. Consistent top performer with critical cross-functional expertise in developing sales in a diverse range of industries and business verticals. Recognized as a key contributor and top producer with a passion for client satisfaction, retention and bottom line impact. Reporting to CEOs, Sales VPs and Directors, visionary and driving force behind innovative sales solutions with key business results in sourcing and closing sophisticated products and services through best practice consultative sales strategies and unsurpassed client relationship management.



critical skillset

- Branch Management
- Training and Development
- Risk Management and Analysis
- SaaS
- Technology Sales
- Sales Management
- Business Development
- Sales Team Development
- Marketing and Ecommerce
- Business to Business Sales
- Consultative Sales
- P&L Management



professional employment history

DIRECTOR OF SALES

Clarity Services Inc.

2013

Reporting to the Senior Vice President of Sales, responsible for promoting, marketing and expanding brand awareness and marketshare in the Western region. Increased revenue and profits by expanding current book of business as well as identifying and penetrating new markets through the establishment of key relationships with C-level executives.

- Expanded revenue by nearly \$1 million a year or 5% of yearly revenue through organic growth, territory expansion and new market development during first six months.
- Increased brand awareness and the western territory by over 25% through the development and execution of sales call strategies.
- Improved client decision-making and analytic abilities through consultation and deep understanding of data, risk management and analytics ensuring client risk management and enhanced revenue streams.

SALES MANAGER

Proforze Inc.

2008 – 2013

Reporting directly to the CEO; responsible for recruiting, coaching and mentoring of 10 direct reports in sales, customer service and finance. Created B2B sales and customer service teams from ground floor up while targeting and developing new and existing clients. Created and implemented corporate policies and procedures to improve overall efficiencies. Additional accountabilities in the establishment and expansion of key client relationships and international trade partnerships between producers, distributors, handlers and end-users of CPG and food ingredients. Implement and manage pricing models, budget, forecasts, ecommerce and marketing strategies related to new product launches.

- *Improved revenue by 17% through organic growth and disciplined cost approaches, while consistently performing under-budget.*
- *Researched market trends on a daily basis to manage risk associated with commodity pricing while ensuring maximum profitability.*
- *Improved brand awareness by implementing new B2B ecommerce and social media strategies resulting in an increase of 19% in sales including the institution and creation of new client revenue streams.*

SENIOR BUSINESS DEVELOPMENT MANAGER

Wescom Credit Union

2001 – 2008

Reporting to the Vice President of Lending; responsible for successful real estate lending expansion through conventional and government home loan financing. Executed risk analysis of loans on a daily basis for recommendation to senior management for secondary market guideline exceptions and portfolio funding. Top sales producer, sales trainer and mentor to new hires and junior staff providing leadership, motivation and guidance. Developed new and innovative ways to exceed member service objectives and improve brand awareness in the communities served. Provided expertise and direction at consumer-oriented seminars and community events. Established and facilitated lead generation and lead management processes across branch network to cross sell retail banking products.

- *Recognized as “top sales producer” for 7+ years, closing over \$50 million annually and increasing revenue by over 200%.*
- *Underwrote loan files to ensure secondary market loan salability through mitigation of risk and adherence to secondary market investor guidelines.*
- *Increased community awareness and created new revenue streams while promoting the company brand as a subject matter expert.*
- *Exceeded purchase money sales targets of 30% of total lending and regularly posted numbers between 35% to 40% by creating a greater presence in the real estate community which not only increased Wescom brand awareness, but expanded the membership base.*

BRANCH SALES DEVELOPMENT MANAGER

Ameriquest Corporation

1999 – 2001

With direct accountabilities to the District Vice President; core responsibilities in the management and oversight of sales teams and business development strategies to propel underperforming branch to exceed year-over-year sales targets by over 46%, while consistently performing on time and under budget. Hired, trained, coached and motivated a staff of 5-10 employees to ensure sales, and revenue goals were exceeded, along with the mitigation of underwriting/credit risk to ensure loan performance. Created strategic and innovative lead-by-example business development approaches intended to be duplicated to maintain momentum.

- *Increased branch profits by over 15% year-over-year.*
- *Reduced employee turnover in branch to lowest levels in territory history.*
- *Recognized as the region’s “top manager” 2 years in a row by exceeding sales targets of \$24 million annually.*
- *Exceeded territory marketing and sales goals by 10% each year by developing stronger networking relationships with realtors and financial planners.*



additional career history

ASSISTANT BRANCH MANAGER	Travelers	1997 – 1999
ASSISTANT BRANCH MANAGER	Ocwen	1995 – 1997
LOAN AUDIT SUPERVISOR	Frontline	1991 – 1995







education, accreditations and affiliations

MBA, Management and Strategy- Western Governors University
BA, Psychology - California State University at Fullerton



contact

 909.583.5278
 john@johnssimmons.com
 www.johnssimmons.com
 www.linkedin.com/in/johnsimmons43