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**EXPERTISE: Sales Leadership – Project, Product, and Team Management –  
Regional, National, and International Sales and Marketing**

Track record of delivering consistent revenue streams and outperforming sales goals:

1998	1997	1996	1995	1994
<b>170%</b>	<b>197%</b>	<b>134%</b>	<b>143%</b>	<b>189%</b>

Energetic, creative, proven performer committed to continued excellence.

**Strengths**

- Maximizing revenue and profit in a predictable and repeatable fashion.
- Training and developing sales professionals... communicating the *science* of the art of selling.
- Creating and implementing sales and marketing strategies of existing and new products.
- Contributing sales expertise to product development, corporate planning, and cross-functional initiatives.
- Driving highly effective sales organizations... communicating vision, methodology, and goals.

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**Professional Experience**

BIG SOFTWARE CO. -- Toronto, Ontario

1990-Present

**District Manager, Northeast Region** 1/99- Present

Direct the sales activities for the industry segment, selling Big software products (business communications solutions) to 300 corporate accounts each having 5000 or more employees. Manage a 6-state region that delivers \$47 + million in annual revenue (largest volume of all sales districts worldwide).

Manage sales team (currently 7 sales professionals) to consistently high performance levels. Create and nurture a well-balanced, diverse, focused team through motivation, leadership, training, and establishment of sales process as the foundation of business success.

Collaborate with technical team leader, providing direction for a total of 25 sales and technical professionals who work cooperatively to recommend the most appropriate business solutions to fit customers' complex communication and information needs (e.g. messaging, Internet / Intranet, knowledge management, rapid application development).

- Delivered the highest percentage performance against plan (197%) among all Big locations worldwide, 1997.
- In 1998, *all* team members performed above 125% of plan...75% attained at least 150%.
- Maintained zero negative attrition while hiring talented people, growing existing talent, and grooming several for promotion.
- Delivered highly consistent and predictable sales results, meeting or exceeding targets *each quarter*.
- Manager of Year, 1998; singled out among 650 U.S. managers for contributions to the business.

## **Professional Experience**

BIG SOFTWARE COMP. (continued)

### **Acting Manager, Northeast Region 10/96-12/96**

Managed 4-member direct sales team selling Big enterprise products.

- Outperformed sales target, achieving 172% of plan.
- Doubled revenue forecast for the quarter.

### **Product Sales Manager 4/96-12/96**

Developed sales strategy and sold Big products in a 4-state territory.

- Achieved 165% of sales objectives.
- Created sales strategy for 20-member sales team that resulted in team performance at 106% of plan.

### **Territory Sales Representative 1993-1996**

Effectively managed 4-state sales territory while maintaining consistently high level of sales performance and customer satisfaction.

- Doubled number of accounts in first year; grew business consistently from first day on job until the last.
- Outperformed sales goals in each measured period.
- Rookie of the Year, 1994; Salesperson of the Year, 1995.
- Personally sold in excess of \$1 million every year.

### **Global Product Marketing Manager: Mail Services 1990-1993**

Created worldwide marketing and sales strategy for launch of industry-first product line (Mail Services communication, mail management, and message switching technology).

- Captured \$10 million in sales and 75% market share within 3 years the company's most successful worldwide market introduction.

Directed 10-member cross-functional project team that delivered cutting-edge-technology product on budget, with planned functionality, 30 days ahead of schedule.

- Achieved profitability in first year.

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## **Education**

University of Toronto

Bachelor of Business Administration,  
Major in Management

### **PROFESSIONAL TRAINING**

ProSell (SalesForce Training & Consulting), 2005

Time & Territory Management (SalesForce Training & Consulting), 2002