

WILLIAM “BIFF” MCCLEARY

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SENIOR-LEVEL SALES MANAGEMENT

Senior entrepreneurial executive with more than 18 years of experience managing sales, marketing, operations, personnel and merchandising at district, regional, and corporate levels for both start-up and established retail and manufacturing companies.

*P&L Management | Loss Prevention/Shrink Control | Sales and Business Development
Budgeting and Expense Control | Presentations and Training | Key Account Management/Retention
Merchandising/Inventory Control | Contract/Price Negotiation | Staff Development and Motivation*

QUALIFICATIONS SUMMARY

- Business-to-Business Sales and Product Development
 - Sales Support Operations
 - International Business-to-Business Sales
 - Project Management
 - Interpersonal Relations
 - Product Research and Development
 - New Product Launch
 - Written Communications
 - Customer Relations
 - Supply Chain Management
 - Equipment Service Markets
 - International Manufacturing, Sales and Distribution Organizations
 - Supply-Chain and Inventory Management
 - Articulate, Persuasive Sales Presentations
 - Managed national sales operation that met annual sales target in excess of \$3 million.
 - Supported product applications of up to \$2 million in annual sales.
 - Generated \$100K in sales of prototype product from R&D.
 - Increased production of international corporate R&D department by up to 15 percent within 6 months.
 - Closed up to \$3M in sales to major customers with customer-specific product-support packages.
 - Maintain reputation for building and retaining highly motivated sales teams, distributor networks, and manufacturers' representatives.
 - Consistently identify opportunities for accelerated growth.
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PROFESSIONAL EXPERIENCE

Senior Account Manager, WYCO – Baton Rouge, LA, November 2003 to present

- ♦ Generate more than \$42 million in annual revenues while selling WYCO solutions to both partner and end-user accounts as senior sales manager.
- ♦ Oversee strategic account planning, business development, sales forecasting, marketing, pricing, training, and hiring for all channels in Baton Rouge area.
- ♦ Maintained 120 percent year-over-year growth rate for four years.
- ♦ Oversee design and structure of WYCO's Specialization plan.

Manager, Research and Development, COMMTROIS – Baton Rouge, LA, January 2000 to November 2003

- ♦ Directed corporate Research and Development department as part of senior-management transition team.
- ♦ Oriented and trained new top-management team in product-line unique sales points and product sales strategies.
- ♦ Created breakthrough in highest-profile product design; generated additional resources and accelerated project toward its design goal.
- ♦ Established customer-service standard for mechanical engineering and design function of R&D Department.
- ♦ Updated product line to comply with both European and US design standards.
- ♦ Designed and implemented company's first statistically based product-acceptance testing program.
- ♦ Contributed unique technical and sales skills sorely needed to develop and introduce new products to market and update established products.

Sales Manager, COMMTRUIS – Baton Rouge, LA, May 1997 to January 2000

- ♦ Generated more than \$26 million in annual revenues while selling CommTrois solutions to partner and end-user accounts.
- ♦ Oversaw strategic account planning, business development, sales forecasting, marketing, pricing, training, and hiring for US retail vertical.
- ♦ Maintained 100 percent achievement rate year-over-year.

Director of Sales, SOFTART – Baton Rouge, LA, January 1996 to May 1997

Project Sales Manager, SOFTART – Baton Rouge, LA, June 1994 to January 1996

- ♦ Promoted to Director of Sales after just over two years at request of new CEO to maintain personally established high quality of customer service; sold SoftArt's solutions to partner and end-user accounts in senior sales manager role.
- ♦ Oversaw P & L, strategic account planning, business development, sales forecasting, marketing, pricing, training, and hiring for all channels in US and Latin America.
- ♦ Directed sales force of four and operational support staff of 15 people.
- ♦ Contributed \$10 million to budgeted revenues of \$40 million.
- ♦ Accounted for more than 25 percent of company's revenues.
- ♦ Maintained 10 percent growth rate year-over-year.
- ♦ Developed company's volume licensing structure and negotiated volume licensing agreements with partners.
- ♦ Participated in developing and creating OEM partner sales program, Reseller Alliance program, Developers Alliance program, and all channel strategies.
- ♦ Participated in strategic planning process for channel marketing programs.
- ♦ Excelled in Project Sales Manager role as one of two senior managerial positions supervising dynamic inside-sales team of up to five people with direct customer-relations and inside sales-support functions.
- ♦ Sold, designed, and managed solutions projects with average total margins of 50 percent in one year.
- ♦ Designed and prepared customer-specific technical support packages and closed sales to two major customers in same year – total sales valued at up to \$3M.

Director of Technical Services and Operations, SPANNET – New Orleans, LA, October 1990 to June 1994

- ♦ Directed and operated 24 by 7 imaging department of multimillion-dollar organization while overseeing P & L and day-to-day operations.
- ♦ Defined internal hardware, software, and networking standards.
- ♦ Created reengineering plan to implement standards without interrupting operations.
- ♦ Shifted manual procedures to automated procedures and processes, thus saving company more than \$500K in a six-month period.
- ♦ Planned and implemented all automated procedures within six months.
- ♦ Managed all technical support provided to end-user accounts.
- ♦ Researched and defined all technical support and custom service offerings.
- ♦ Defined and implemented bulletin-board system used in multiple US cities.
- ♦ Developed and implemented asset tracking system.

Reseller Account Manager, SPANNET – New Orleans, LA, June 1988 to September 1990

- ♦ Directed staff of five reseller sales associates and held full P & L responsibility for them.
- ♦ Oversaw 500+ reseller accounts in two states, generating more than \$3 million in revenue.
- ♦ Handled strategic account management of computer center.
- ♦ Supervised all reseller activities, including seminars, training events, and joint marketing.
- ♦ Oversaw volume licensing agreements for all products in both states.

PROFESSIONAL DEVELOPMENT

- Management Training, WYCO, 2003
- Sales Management, Louisiana State University, LA, 1997
- Small Business Management, University of Iowa, IA, 1995
- Strategic Selling, Miller-Heiman, 1994
- Management Training, SpanNet, 1991
- Holden Sales Training, 1990

EDUCATION

Bachelor of Science in Computer Science, Purdue University, West Lafayette, IN, 1988

