

SALES LEADER | PRODUCT MANAGER | CLIENT ADVOCATE

Deann Gibson

(704) 467-4147

green.deann@gmail.com

PROFESSIONAL SUMMARY

As an advocate for both the company and client, I work hard to understand my client's business in order to develop effective strategies and solutions. My business development skills and unmatched work ethic leads to successful project outcomes and satisfied clients. Often seen as their trusted advisor, clients and staff value their relationships with me because they know I truly care and will work tirelessly to ensure their success.

ACHIEVEMENTS

- Led underperforming sales team into successful team that exceeded company sales goal by 110%
- Restructured the sales model to drive 30% more productivity
- Increased annual run rate to achieve a YOY 23% revenue growth

WORK HISTORY

Background Investigation Bureau, LLC Director Business Development

August 2010-June 2019

- Recruited, hired, managed and facilitated continuous training and development for BIB Sales Team
- Conducted ongoing OKR training
- Participated in client meetings to help target client objectives, provide product, system and sales expertise
- Managed channel partnerships to coordinate on-going technical and professional training
- Developed and implemented strategies for increasing revenue and profits
- Created detailed Go to Market Strategies for new product launches
- Developed client engagement and employee engagement programs
- Executed channel partnerships with high profile organizations in the industry
- Facilitated presentations and educational forums at industry tradeshow/conferences

Cavalier Services Inc. VP Business Development (2008-2010)

October 2005- March 2010

- Evaluated the effectiveness of sales, methods, costs, and results and made changes to optimize results as needed
- Managed and led sales team and regional units of \$28M pr/year company
- Worked to ensure qualification of target markets and qualification of client prospects through lead resources and market research
- Researched and developed strategies which identified marketing opportunities
- Wrote Case Studies- Success Stories- Announcements- Power Point Presentations
- Promoted positive relationships with colleagues, industry alliances, and vendors

SALES LEADER | PRODUCT MANAGER | CLIENT ADVOCATE

Cavalier Services Inc.

Regional Sales Executive/Operations Manager

October 2005- March 2010

- Presented Business Justification to President of company to transition from Operations to Sales which became the stepping stone to the VP position
- Developed sales team
- Developed Sales and Marketing Communication Business Plan that promoted strong B2B sales
- Created campaign strategies that generated additional revenue
- Maintained strong relationships with existing clients
- Performed job costing
- CRM Management – ACT & Sales Force
- Performed monthly Quality Assurance Inspections
- Managed all financial reporting
- Maintained and nurtured vendor/client relations

Sutter Health Corp., CA Manager

Jan. 1999- August 2005

- Managed risk pool program that generated over \$14M in annual revenue for one of Northern California's largest not for profit healthcare organizations
- Performed Presentations- Creative Power Point Visuals
- Managed all fiduciary responsibilities
- Managed total of 20 employees
- Maintained relationships and negotiated contracts with over 100 vendors
- Led Divisional Strategic Marketing Campaign- met growth goal 2 years early
- Worked closely with Communications and Marketing to develop first written article educating clients on the value of program
- Developed program's first brochure
- Led program and employees through first successful internal and external audit.

EDUCATION:

Studied at Sierra College, Rocklin CA

Emily Reagan's VA Digital Marketing Course

Proficient in all Microsoft Office Programs, Power Point, Sales Force