

SENIOR LEADERSHIP IN MARKETING, SALES, AND SALES MANAGEMENT

Solutions-driven, strategic, and creative sales and marketing leader with a track record of launching companies and products, and catapulting growth in new markets. Aligns business needs with market trends and customer requirements. Develops and leads high performing teams with excellent relationship building to ensure world-class service. Innovates processes and products to achieve results. Rises to challenges in competitive industries.

Sales Strategy & Development
Solution-driven Sales Leadership
Territory Growth & Expansion

Team Supervision
Staff Training & Hiring
Quality & Customer Service

Product Development
Market Analysis
Creative Problem Solving

PROFESSIONAL EXPERIENCE

RUSH MARKETING SERVICES 2016-Current

Ad creation and marketing services provider for auto dealerships. Sold the service department to CarData, Inc. in 2021 to refocus on software and high tech marketing platforms for our dealer customers.

Owner

Launched and scaled business, growing to \$1M in annual revenue and 15-member team within 3 years. Hired, trained, and supervised employees. Oversaw sales, budget management, HR, and operations.

- Improved customers' online presence by delivering innovative products to the market.
- Achieved high employee retention by creating a positive culture that valued all staff members and an organizational infrastructure that allowed for internal growth and career progression.
- In 2021 Rush Marketing Services added the booming firearms industry to automotive.

Centershot Gun Range and Training 2021-Current

Firearms range, training facility, and retail store

Range Officer

- NRA, Centershot Gun Range, and South Kent Sportsman's Club Certified Range Safety Officer.
- NRA Instructor.
- Retail sales firearms expert.

AUTO UPLINK USA 2006-2016

Leading provider of online marketing services for auto dealerships.

Regional Sales Manager – Michigan Region

Launched Michigan region, growing to \$1.3M in annual revenue and 9-member team. Hired, trained, and supervised staff with emphasis on sales and service. Developed and managed budget. Leveraged full understanding of the dealerships' multiple software systems to best meet customer needs.

- Established market presence, growing portfolio to 90+ accounts.
- Recognized as top salesperson achieving largest business growth within the company for 10 consecutive years. Singlehandedly generated 20% of the company's total annual revenue.
- Known as a subject matter expert with deep knowledge of products and software in the industry.

QUALIFICATIONS

Technology: Salesforce CRM | Auto Dealer Management Systems (Pricing, Payroll, Inventory) | MS Office

Education: Coursework toward Bachelor of Arts in Marketing, Michigan State University

Training: Infantry Training, U.S. Army

Volunteering: Ottawa County Republican Party Executive Committee