

JASON MIDDLETON

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EXECUTIVE SUMMARY

Senior-level executive with 20+ years of strategic/tactical sales management and business operations experience. Direct P&L accountability for top line growth/development of a \$6 million solution-based software sales territory affecting 110 sales representatives and 75% of their transactions.

- Ten years of experience in the sales and territory management of complex technology products and services. Proven ability to provide strategic vision and tactical leadership with demonstrated success attracting, developing, and coaching highly performing sales and technical service teams.
- More than ten years of strategic business planning, competitive market analysis, and tactical business management of a privately held retail furniture operation with two locations and a 12-person sales team.
- Driven to achieve success – in every undertaking – using dynamic leadership and business acumen to produce record-breaking results that have included 100% base revenue increases (year-on-year) and the highest quota percent within the company.

Strengths, Competencies, and Areas of Expertise include:

- Business Strategy, Planning, and Execution
- Strategic and Tactical Solution Selling
- Key Accounts Management and Leveraging
- Change Management
- Sales / Marketing Plan Development and Execution
- New Product / Service Planning and Development
- Sales Team Development and Performance Coaching
- Budget Development and Financial Management
- Senior Executive and Stakeholder Presentations
- Pricing and Profitability Analysis
- Profit and Loss Management

PROFESSIONAL EXPERIENCE

OFFICE DEPOT – Pittsburgh, PA 1999 to Present
Publicly traded (NYSE:ODP) \$4.3 billion business equipment distributor and document management outsourcing corporation.

Manager, Professional Services – Chicago/Wisconsin Marketplace (2005 to Present)

Manager, Professional Service – Wisconsin/Iowa Marketplace (2003 to 2005)

Scope and Key Accountabilities

- Position sits on the senior leadership team, reports to the Area Vice President, and currently directs a 27-person sales, technical services, and operations team; additionally, provide training to 85+ Business Equipment sales professionals.
- Accountable for expenses and top line revenue growth of integrated document management software and value-added services to Tier 1 and mid-market accounts within each territory.
- Establish strategic/tactical objectives and plans for the sales teams. Ensure organizational understanding of corporate objectives and Professional Services' business model.
- Attract, develop, and retain high-performing sales team members. Lead, monitor, and coach all aspects of the business operation.

Results

- Rolled out Professional Services within the Wisconsin/Iowa Marketplace. Grew combined top line revenue of services and products from \$600,000 in FY 2003 to \$5.9 million in FY 2005.
- Turned around the unprofitable Chicago/Wisconsin Marketplace within 18 months. Heavily restructured and created/delivered extensive product education and strategic sales training to the team. Improved gross profit by \$1 million year over year and currently hold the highest marketplace quota amongst 29 territories.
- Developed and delivered manager-level training at the quarterly *Office Depot Account Management Summit* training programs.

OFFICE DEPOT. (Continued)

Sales Manager – Milwaukee, WI (2001 to 2003)

Managed a business equipment team for 12 months. Selected to introduce document management services within the Wisconsin Marketplace. Created eight sales territories and recruited, hired, trained, and managed performance of sales representatives.

Results

- Successfully increased marketplace sales of business equipment and services from \$60,000 per month to \$3.9 million for FY 2002.

Major Account Representative – Milwaukee, WI (1999 to 2001)

Managed 80 major accounts – Tier 1 and mid-market. Successfully developed and leveraged business relationships. Developed new business accounts through consistent customer relationship management activities.

Results

- Achieved 120% of plan for FY 2000.
- Organized and facilitated training for newly hired representatives.

DATATECH, INC. – Madison, WI

1996 to 1999

Privately held management and networking consulting company.

Senior Marketing Representative

Developed territory to a population of 380+ business machines; created new business through cold calling and consistent follow-up. Installed business machines and trained customers.

Results

- Achieved Salesperson of the Month within five months of hire; awarded Rookie of the Year for 1996.
- Exceeded yearly quota year-on-year and achieved 40% of market share in four zip codes.

SHIROLA FURNITURE – Milwaukee, WI

1974 to 1996

Privately held furniture retailer with two locations.

Sales Manager (1985 to 1996)/ Salesperson (1974 to 1985)

Performed and/or directed all business operations functions to include P&L, marketing, sales, and purchasing / buying. Recruited, trained, and managed the performance of a 12-person sales team.

Results

- Established sales goals and consistently exceeded projections to increase yearly revenues.
- Set up new store location, including purchase of all inventory and display fixtures.
- Managed a \$300,000 advertising budget; negotiated a \$40,000 co-operative advertising agreement with a major manufacturer.

EDUCATION AND PROFESSIONAL DEVELOPMENT

Associate of Arts (Business Management) – Everley College – Milwaukee, WI

1985

Dale Carnegie Communication Training

AMA Professional Development

- Management Fundamentals – Managing Diversity, Financial Management, and Sales Performance Management Process
- Performance Development – Hiring, Selecting, and Assessing Talent
- Field Sales Leadership
- Consultative Selling