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## SUMMARY

Dedicated Sales Leader with over two decades of experience in the hospitality industry, seeking to leverage expertise in sales team management and training to drive revenue growth and foster a culture of success within an organization. Committed to providing comprehensive training, product knowledge workshops, and cultivating a sense of personal responsibility among team members to achieve exceptional results.

## EDUCATION

Christopher Newport University, *Newport News, Virginia*  
**B.S. Business Administration, 2000**

## PROFESSIONAL EXPERIENCE

**Senior Blended Line Representative, Capital Vacations, Hollywood, FL** November 2022 – Present

- Lead a high-performing sales team, facilitating training sessions and workshops to enhance product knowledge and sales techniques.
- Developed and implemented innovative sales strategies, resulting in a significant increase in revenue generation and customer satisfaction.
- Provides ongoing support and guidance to sales representatives, fostering a culture of continuous improvement and accountability.

**Senior Sales Representative, Hilton Vacations, Williamsburg, VA** June 2021 – October 2022

- Spearheaded sales initiatives and mentored junior sales representatives to exceed sales targets and deliver exceptional customer service.
- Collaborated with cross-functional teams to identify market trends and implement targeted marketing campaigns to drive business growth.
- Conducted regular performance evaluations and provided constructive feedback to enhance individual and team performance.

**Senior Sales Representative, Wyndham Destinations, Williamsburg, VA** 2018 – 2021

- Played a key role in building and leading a dynamic sales team, achieving top rankings in sales performance and customer satisfaction.
- Implemented training programs and sales strategies to optimize productivity and maximize revenue opportunities.
- Established strong relationships with clients and stakeholders to drive repeat business and referrals.

**Sales Director, Vacation Village Resorts, Williamsburg, VA** 2005 – 2018

- Managed the full sales operations cycle, from attracting and hiring top sales talent to developing their skills through customized training programs and implementing a performance management framework that included clear goal setting, regular coaching, and incentive programs to maximize individual and team effectiveness.
- Successfully steered the team towards consistent sales growth and profitability year-over-year, exceeding sales quotas by an average of 15% throughout my tenure.
- Achieved consistent sales growth and profitability, earning recognition as the top sales volume team from 2007 - 2016.
- Established a comprehensive performance management framework that included clear and measurable sales goals, regular performance reviews, and a balanced scorecard system that tracked conversion rate, average revenue per sale, and customer satisfaction score.
- Implemented innovative sales strategies and initiatives to adapt to changing market dynamics, resulting in a dramatic increase in customer acquisition and retention rates within the first year of implementation.

**Non-Commissioned Officer, United States Marine Corps, Kaneohe Bay, HI** 1991 – 1995

- Led by example, I assumed the pivotal role of leading, training, motivating, and meticulously evaluating all Marines under my command, nurturing a culture of unwavering excellence, resilience, and steadfast accountability that resonated throughout the unit.
- Spearheaded missions with my squad, ensuring the successful completion of objectives while prioritizing the safety and well-being of all personnel under my command. This experience honed my strategic thinking, adaptability, and ability to make critical decisions under pressure.
- Implemented rigorous training programs and conducted regular drills to ensure readiness and preparedness for combat scenarios, resulting in drastic improvement in unit cohesion and operational effectiveness.
- Cultivated strong mentorship relationships with junior Marines, providing personalized guidance and coaching.