

KEVIN BRYD

## EDUCATION

### BTS/BA IN INTERNATIONAL BUSINESS

Université Côte d'Azur  
1998

### BACCALAUREATE IN SCIENCE

Lycée Honoré d'Estienne d'Orves

## CERTIFICATION

- The Challenger Sales Method
- Miller Herman Strategic Selling

## CORE SKILLS & COMPETENCIES

- Ability to develop and execute comprehensive sales strategies to increase profitability while maintaining customer loyalty.
- Exceptional communication and negotiation skills proven through the ability to win new business, resolve client concerns, and ensure client satisfaction.
- Highly skilled in conducting market research and analysis to stay ahead of industry trends and develop targeted sales approaches.
- Focused on demonstrating a strong work ethic and collaborating with internal and external stakeholders in driving mutually beneficial business partnerships.
- Outstanding relationship skills in fostering strong, collaborative relationships with stakeholders, leveraging resources and expertise to achieve shared goals.
- Strong knowledge and application of sales best practices in acquiring product knowledge and maintaining currency with trends.

## PROFILE SUMMARY

Results-driven sales professional with extensive experience driving revenue growth and expanding client relationships. Proven ability to acquire and manage new accounts, coordinate existing accounts, and leverage market insights to develop and execute strategic plans to win new business and exceed sales targets. Expert at building and maintaining solid partnerships with key decision-makers, identifying and securing sales opportunities, and providing exceptional customer service. Consistently recognized for exceeding goals and achieving top performance, with a solid ability to work independently and as part of a team to drive business growth and success.

## KEY ACHIEVEMENTS

- Award-winning Account Manager, recognized as Account Manager of the Year three times and Circle of Excellence Winner four times.
- Maximized potential by providing coaching and assistance and received consistent recognition for exceeding goals and achieving top 5% performance at Alldata.
- Sold products and solutions with a combined value of \$300K last year and consistently exceeded sales targets, earning recognition as a top performer at Alldata.
- Achieved remarkable results within the first year, finishing 2018 at 100.7% quota within just 5 months of joining the role, currently residing at 101.2% to quota, surpassing company targets, and setting a strong foundation for continued success at Transunion.
- Transformed territory revenue from \$2.8M to over \$5M through collaborative customer engagement and also co-created recovery solutions with LabCorp, achieving a remarkable 7% reduction in return mail (70K+ pieces monthly) from initial from 1.1M monthly letters at LexisNexis.
- Maintained expertise in LexisNexis' diverse product portfolio (25+ solutions) through ongoing research and professional development, achieving remarkable account growth from \$5K to over \$700K within three years at LexisNexis.
- Cultivated a thriving territory, consistently delivering \$230,000 in monthly revenue through targeted sales strategies as an account executive at Seisint.
- Set a new company record for most new accounts opened in a single year, securing over 200 contracts and significantly expanding the customer base as an account executive at Seisint.

## WORK EXPERIENCE

### SALES ACCOUNT EXECUTIVE | MAY 2024-SEPTEMBER 2024

Solera/DealerSocket | Fort Lauderdale, FL

- Develop and execute strategic sales plans to drive revenue growth, expand client relationships, and acquire new accounts.
- Build and maintain strong relationships with key decision-makers, identify and capitalize on new sales opportunities, and provide exceptional customer service.
- Conduct needs assessments, present solutions, negotiate sales agreements, and use excellent communication, negotiation, and closing skills to win new business and expand existing accounts.
- Analyze sales data, track performance metrics, and provide insights to optimize sales strategies and identify trends and opportunities.

### BUSINESS SALES MANAGER | OCTOBER 2022-JUNE 2024

ALLDATA | Elk Grove, CA

- Oversaw development and delivery of SaaS automotive business solutions for diverse clients, including dealerships, collision centers, government, education, and independent shops.



## EXPERTISE

- Sales
- Sales Planning
- Territory Management
- Lead Generation
- Client Engagement
- Product Knowledge
- Solution Selling
- Business Development
- Customer Service
- Market Analysis
- Customer Relations
- Negotiation

## TECHNICAL SKILLS

- CRM on Demand
- Salesforce.com
- MS Office Suite

- Cultivated and nurtured key relationships with prospects, clients, and partners and provided innovative products and Point of Sale (POS) systems.
- Determined client needs through effective communication, recommended viable options to meet requirements, and provided coaching and technical guidance to optimize product utilization.
- Developed and delivered customized solutions to meet client needs by leveraging industry expertise and market insights to stay ahead of the competition.

### BUSINESS OWNER | MAY 2020-OCTOBER 2022

Byrd Total Solutions | Pompano Beach, Florida, United States

- Spearheaded a full-service company focused on enhancing business performance through expert cleaning, repair, landscaping, and remodeling solutions.
- Directed comprehensive business operations, including HR, strategic planning, talent development, and financial management, ensuring productivity, profitability, and growth.
- Implemented stringent protocols ensuring adherence to federal standards (EPA, OSHA, CDC), delivering specialized cleaning and decontamination services for healthier business and residential spaces.

### ONEWATER MARINE | JANUARY 2022-AUGUST 2022

Sundance | Pompano Beach

- Conducted in-depth analyses of internal CRM databases to identify high-potential leads, unlocking new business opportunities through strategic data-driven insights.
- Transformed leads into sales through proactive follow-up and relationship-building, cultivating long-term partnerships with clients, and exceeding revenue goals within 2 months of hire.
- Represented One Water/Sportsman/Barletta at prominent boat shows (MIBS, WPIBS), showcasing expertise to a diverse audience of industry professionals and potential clients.
- Orchestrated the full sales cycle, from initial contact to sea trial, closing, and delivery, ensuring flawless execution and exceptional customer satisfaction rate.
- Delivered exceptional service to dealer walk-ins, catering to English, French, and Spanish-speaking clients, facilitating successful projects from outstanding customer care.
- Facilitated brokerage deals under broker supervision, navigating complex transactions and ensuring compliance with industry regulations, maintaining an active 100-ton USCG license.

### MAJOR ACCOUNT EXECUTIVE | JULY 2018-MAY 2020

Transunion | Boca Raton, FL

- Manage approximately 20 large enterprise accounts in a specific industry, collaborating across departments to oversee and optimize third-party collections.
- Expand revenue growth by upselling and cross-selling innovative data solutions and credit analytics to existing clients, driving strong relationships and exceptional customer service.

### NATIONAL FIELD ACCOUNT EXECUTIVE | 2007-2016

LexisNexis | Fort Lauderdale, FL

- Spearheaded revenue and customer success by leveraging technology and business expertise to optimize workflow solutions for third-party collections across six key markets: Florida, Georgia, Louisiana, Mississippi, Alabama, and Puerto Rico.
- Earned significant promotions to Field Account Executive, recognizing exceptional talent and expertise in client engagement and customer portfolio growth.
- Designed and delivered identity verification solutions prioritizing data security, securing additional accounts, and expanding existing business through compelling presentations introducing new solution areas, from product training and prototypes to proofs-of-concept.
- Ensured superior customer experiences and maintained a strong industry reputation through proactive engagement, quality assurance initiatives, and hands-on oversight.
- Leveraged extensive sales skills to deliver effective consulting and instruction, utilizing expertise to establish as a trusted advisor, addressing individual client challenges.



- Assessed diverse industry business processes to integrate technology, boost efficiencies, and provide timely 1:1 Executive Management Consulting.
- Fostered strategic alliances through superior networking and collaborative skills, driving business development and expertise improvement across all business verticals.

#### **ACCOUNT EXECUTIVE | 2003-2007**

Seisint | Boca Raton, FL

- Conducted in-depth operational analyses, leveraging financial expertise to inform strategic decision-making and drive executive-level objectives.
- Fostered company growth by developing a robust, predictable, and sustainable sales pipeline, driving short-term and long-term success.
- Enhanced customer engagement and account management through process improvements and tailored reporting, optimizing workflow efficiency and effectiveness.
- Implemented exceptional public relations, speaking skills, technology expertise, sales prowess, and business insight to drive growth and visibility, providing transparent quality achievements, success metrics, and executive reports.