

# Todd Jeffrey Whitley

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## Sales Manager / Business Development

-- Start-Up, Turnaround, & Rapid-Change Environment ---

Entrepreneur of 2 start-up companies, plotting first steps and orchestrating business launch to obtain \$1.7M in sales revenue within first 18 months. Consistently spurred new sales generation through international expansion, channel partners, and cross-selling to acquire \$7.5M in first 3 years.

Traveled extensively to drive revenue through building and maintaining client relationships. Directed business strategy, culture, team, talent to value collaboration and goal attainment. Transformed sales with decisive and revolutionary operational strategies generating the essential cash flow to drive business growth and expansion.

- ❖ Revenue Generation
- ❖ Go-To-Market Strategies
- ❖ New Business Development
- ❖ C-Level Relationship Building
- ❖ Market Analysis & Assessment
- ❖ New Project Launching & Positioning
- ❖ Alliance Partnerships – VC Alignment



## EXPERIENCE

Sales Manager & Business Owner, September 2008 to September 2017

OPEX Recovery Group, LLC. Dallas, Texas.

*Challenge: Despite no prior industry experience and a shoestring budget, jump-started business with minimal capital. Within 3 years, ignited channel sales with a whopping \$7.5 M in new revenue by developing business to produce 1250 weekly deliverables to 97 sales channel partners.*

- ♦ Leverage customer relationships and personal experience to identify and assess potential business opportunities that result in measurable revenue growth.
- ♦ Formulated long term business strategies by identifying capability gaps & industry voids.
- ♦ Propelled start-up business into a flourishing ISO9001 repair facility employing 28 staff, and gaining distinction for rapid order turnaround that surpassed larger competitors.
- ♦ Amplified \$3.7M in NEW Service Level Agreements (SLA's) with Fortune 500 companies.
- ♦ Boosted operational production through real-time analytics using performance monitoring tools to enable better decision-making across the organization.
- ♦ Identified logical investors and potential partnerships to meet tactical goals (drive revenue) and long-term goals (investment/acquisition).

Sales Manager & Business Owner, March 2001 to September 2008.

Mintech Group, LLC. Dallas, Texas.

*Challenge: Start-up entrepreneur armed with teachers of heart-breaks, empty pockets, & failures.*

*Transition doubt into customer trust through the relationships, stories and the magic—to build an Engineering, Furnishing, & Installation (EF&I) company, 3 international offices and \$3M annual sales.*

- ♦ Coordinate meetings with customers, competitors, clients, and teammates to develop market insight on requirements, acquisition strategy, acquisition timing, and contract vehicle choices.
- ♦ Directed all steps in each stage of the RFP process & cross-selling/up selling solutions.
- ♦ Primary Vendor for international technology deployments in Asia, Latin America & Tajikistan.
- ♦ Launched 15 engineering projects in 3 years, paving the way for \$7M in sales revenue.

Business Development, January 2000 to March 2002.

The Employment Solutions. Dallas, Texas.

*Challenge: Optimize shareholder value for a Canadian staffing firm to open multiple USA and international office locations in 2 years.*

- ♦ Successfully developed vision, disciplined strategic thinking, analytical presentation and problem-solving skills to align sales revenue initiatives.
- ♦ Design and execute formal capture plans and win strategies; lead proposal development.
- ♦ Exceeded sales objectives by at least 12% for past 3 quarters.
- ♦ Average 1.3 new client monthly, adding \$7.7K Gross Profit to new monthly revenue stream.
- ♦ Developed market global marketing strategy for sales pipeline and convergence goals.
- ♦ Project managed roadmap of cross program strategic planning, and project life cycle execution.
- ♦ Directed marketing intelligence through SWOT/PEST Analyses to explore sales opportunities.

Sales Manager, January 1995 to December 1999.

Whit's Media. Boston, Massachusetts.

*Challenge: Non-active shareholder in a multi-media family business responsible for diversifying product offerings, increase the value proposition, and sales revenue.*

- ♦ Design and execute formal capture plans and win strategies; lead proposal development.
- ♦ Consistently exceeded all sales quotas and received awards for performance results.
- ♦ Built sales data base (CRM) with sales pipeline to increase sales team production.
- ♦ Increased sales conversion rates to break previous company records for 4 sales per week.
- ♦ Up selling to customers and increasing margins and brand loyalty.
- ♦ Prepared a variety of status reports, including activity closings, follow-ups, & adherence to goals.
- ♦ Directed optimal plan for go-to market strategy and influencing buying behaviors.

## **EDUCATION**

Master of Arts. Organizational Management. 1994. University of Phoenix. Phoenix, Arizona.

Bachelor of Arts. Political Science. 1990. University of San Diego. San Diego, California.

## **OTHER ACTIVITIES AND EXPERIENCE**

America West Airlines & MCI, Sales Representative

Entrepreneurs' Organization (EO)

Sales Management Association (Advisory Board)

Knights of Columbus, Relief Organization for Natural Disasters & Habitat for Humanity.