

JOHN F. TUSA

11833 Bayfield Drive
Boca Raton, FL 33498
<http://www.linkedin.com/pub/john-tusa/5/594/1b6>

Mobile: 936.371.2068
johntusa@yahoo.com

PROFILE

Executive leader and producer with 20+ years experience in sales, operations, business development, and general management with an exceptional record of delivering results. Track record of working with key stakeholders to develop/refine products, pricing and go-to-market strategies. Expertise in building and motivating high-performing teams. Proven accomplishments leading sales and service organizations and supporting departments. A thought leader with vision and strategy who initiates actions leading to continuous improvement working collaboratively to achieve enterprise results.

ACHIEVEMENT HIGHLIGHTS

- ◆ Achieved year-over-year sales growth of up to 45% through inside sales and field sales channels.
- ◆ Improved operational efficiencies resulting in sustained cost reductions of over 10% per year.
- ◆ Reduced turnover of key staff by nearly 20% and increased employee satisfaction by 10% in successive years.
- ◆ Led business expansion through the creation of new sales channels resulting in 80% revenue growth in new markets.
- ◆ Developed and implemented the Business Plan for a middle market field sales channel resulting in 8% sustained revenue growth in markets with previous flat growth.
- ◆ Introduced new business development strategy resulting in revenue increase of more than \$3M for new channel.
- ◆ Initiated leadership development and workplace diversity initiatives, which enabled a sustained leadership talent pipeline and succession strategy.

PROFESSIONAL EXPERIENCE & SELECTED ACCOMPLISHMENTS

CORTERA, INC – Boca Raton, FL

2012 - 2016

A leading provider of commercial credit risk and sales/marketing insights on U.S. businesses.

Senior Vice President – Sales

Executive sales leadership in multiple sales channels (inside sales (IB/OB), field sales, partners) for an emerging B2B information services provider with clients ranging from SMB's to Fortune 500 firms. In a mature and highly competitive market, Big Data, SaaS and business intelligence solution offerings have continually grown since 2011 enabling clients to effectively manage B2B credit risk and protect and grow revenue.

Selected Achievements:

- **Achieved 20%+ year-over-year revenue growth** in target channel by improving sales processes and messaging, expanding solution offerings to new segments and energizing the sales teams through effective compensation plans, cascading best-practices, gamification initiatives and fostering a high-performance environment.
- **Re-crafted customer offers, promotions and pricing structures** to enhance competitiveness and win more deals including several Fortune 500 companies.
- **Implemented and leverage a variety of sales enablement tools** to drive efficiencies and results including Salesforce.com, predictive/power dialer, webchat, and third-party lead generation and appointment-setting.
- **Managed a broad Partner Network to accelerate revenue growth** including revenue-share partners, brokers and resellers.
- **Contributed over 30% of annual run rate** in new deals as a player/coach.
- **Accelerated brand awareness and lead generation** as an active participant in a number of industry organizations including National Association of Credit Managers, Credit Research Foundation, Transportation Revenue Management Group, National Association of Wholesaler-Distributors.

ETECH, INC –Nacogdoches, TX

2006 - 2012

A leading global business process management and contact center outsourcer.

Senior Vice President – Operational Excellence (2010 to 2012)

Vice President – Operations (2006 - 2009)

Senior Executive with P&L responsibility for a \$30M BPO. Client accounts include inbound, outbound and web chat inside sales channels, customer service, collections and help desk in B2C and B2B markets in the telecommunications, financial services, retail education, healthcare and entertainment verticals (80% full customer life cycle / 20% inbound).

- **Contact Center Operations** –leadership responsibility in a BPO with 4 domestic, a nearshore (Jamaica) and two offshore (India) contact centers with 1,800 total employees and 1,600 production seats
- **Business Development & New Revenue Channels** – led new customer acquisition, existing customer retention and growth actions, business planning process and deliverables, RFP's, new prospect presentations, coaching and sales team development; created three new revenue channels.
- **Program Management** – led professional Project Management team responsible for all new client on-boarding utilizing the 5-step PMI model and Six Sigma methodologies for process improvements.

- **Compliance Officer** – established corporate governance and compliance on all federal and state regulations, create policy and controls to monitor effectiveness and adherence of processes and policies.
- **Quality Assurance, Market Intelligence & Reporting** – led department evaluating 50,000 customer interactions/month and production of 200+ daily reports to internal/external clients, leverage analysis to gather market intelligence and identify sales and service improvement opportunities.
- **Leadership Development** – responsible for all leadership development including succession planning, formal mentoring programs, leadership effectiveness curriculums at all levels in the business and throughout the various functional roles in the enterprise.

Selected Achievements:

- **Increased enterprise revenue by 25%** by introducing new sales channels, implementing effective motivational strategies and restructuring compensation plans.
- **Launched new revenue channels** including a Collections & Revenue Cycle servicing division (\$2M impact), a Bilingual contact center with sales and service channels (\$3M impact) and a stand-alone TQM division (start-up).
- Led Business Development activities and executed strategies resulting in the acquisition and expansion of 5 major national clients resulting in **increased revenues of more than 10%**.
- **Decreased team member attrition by 19%** by implementing focus groups and satisfaction surveys with disciplined action plans and ongoing evaluation and measurements.
- Increased overall **resource utilization by 12%** through process improvement.
- Improved client and internal reporting **efficiencies by 19%** by identifying redundant and non-utilized legacy data.
- Provided **Thought Leadership and Change Management Leadership** to the enterprise in the areas of compensation restructuring, strategic planning, task force enablement for process improvement, business planning and goal setting, client acquisition, retention and growth strategies and accelerating teamwork.
- Implemented an enterprise wide **compliance** policy and led **process improvement** team to identify and close gaps in corporate compliance requirements including a strategy to attain Self-Regulatory Accreditation.

DUN & BRADSTREET, INC.

1987 - 2006

A leading global business information and decisioning solution provider.

Assistant Vice President - Regional Sales – Middle Market Accounts, Overland Park, KS (2004 - 2006)

Assistant Vice President – Business Development, Chicago, IL (2003 - 2004)

Assistant Vice President & Leader – Call Center Operations, Des Moines, IA (1994 - 2003)

District Manager, San Antonio, TX (1991 - 1994)

Business Representative, Manager, Regional Trainer, St. Louis/Oklahoma City/Phoenix/Dallas (1987 - 1991)

- ◆ **Field Sales Management** – all leadership and P&L responsibility for multiple middle market B2B field sales and service teams in a sales territory that included Kansas, Missouri, Oklahoma, Iowa and Nebraska with a \$10M client portfolio.
- ◆ **Inside Sales Management** – all leadership and P&L responsibility for multiple B2B sales and service channels including outbound, inbound and ecommerce revenues totaling \$2M.
- ◆ **Operations Leader** – all leadership and P&L responsibility for multiple locations tasked with supporting revenue generation of \$1.3B from a B2B data file of 11M+ records used for credit, marketing and supply chain decisioning applications and in tandem creating a \$2M inside sales channel.
- ◆ **Business Development** – led new customer acquisition, existing customer retention and growth, customer care and demand generation activities for a middle market sales channel.

Selected Achievements:

- ◆ Achieved year-over-year **revenue growth via inside sales channel of 45%** or more during the last three consecutive years; created **new sales channels** to transform a cost center into a profit center; earned *Presidential Citation Award*.
- ◆ Initiated tele-sales strategies and tactics resulting in **\$1.5M in annual revenue generation** where none existed before through effective goal setting, performance management and compensation structure.
- ◆ Delivered **8% organic sales growth in a mature field middle market sales channel** through effective customer leadership, revenue retention initiatives and new business acquisition strategies.
- ◆ **Expanded operations** including increased revenue and productivity responsibilities, doubling the size of the staff and associated infrastructure and **re-engineering supporting processes**.

EDUCATION, SELECTED TRAINING & OTHER ACTIVITIES

Bachelor of Science degree in Finance – Missouri State University, Springfield, MO

Graduate of the Leadership Nacogdoches Program in 2007

Certified in *Flawless Consulting*

Completed Acclivus Sales Strategy curriculum

Prior Board Member of the American Teleservices Association South Central Chapter

Previous Board Member, VP/Treasurer and President of Habitat For Humanity of Nacogdoches County

Avid participant in tennis and golf, love to read and be active.