

JEFFREY D. NELSON

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Professional Profile Sales and Marketing Executive with career spanning over 15 years with leading Fortune 500 companies. Senior level assignments specializing in sales, marketing, business development and strategic planning into Enterprise, Government, Education, Healthcare, Carrier, and Reseller market segments.

Areas of Expertise

- Profit and Loss Responsibility
- Sales Force Management/Supervision
- High Profile Account Management
- Channel Sales
- Technical Consultative Selling
- Forecasting & Pipeline Management
- Territorial Planning & Business Development
- Organizational Focus & Motivation

Achievements

- Three-time President's club winner
- Consistently exceeds revenue objectives
- Awarded multi-million dollar contracts
- Consistently achieves profit goals
- Multiple promotions throughout career
- Master's Degree, Business Administration

Professional Experience

Multi Service Technology Solutions

Sales Director, Multi Service Fleet Solutions, 2016 – 2018

- Manages all aspects and activities of the Fleet Solutions sales team within Multi Service Technologies nationwide. Targeted customers include Enterprise, Mid-size and Small Business.
 - Direct management of the inside sales team (19 associates) serving customers across the United States
 - Achieved financial results for Fleet Solutions sales organization including an 18% growth in new business
 - Increased revenue through the effective management of Referral Partner program
 - Developed and implemented a sales compensation plan that aligned pay for performance
 - Implemented Key Performance Indicators for the inside sales team. Key metrics were tracked on a daily, monthly and year-to-date basis and reported out through the use of management dashboards.
 - Developed, implemented and conducted a Training Program for new hires and incumbent sales representatives that included classroom and on the job training modules.
 - Enhanced the utilization of the CRM system (Salesforce) through a lead cleansing project and consistent approach on moving a lead and opportunity through the stages of the sales pipeline.

Deluxe Corporation

Senior Sales Manager, 2015 – 2016

- Direct Management of the Digital inside and field sales (10 associates) within Deluxe Corporation nationwide. Targeted customers include Enterprise, Mid-size and Small Business.
 - Re-alignment of sales organization which included the hiring of inside sales team and integration of the field sales resources into the group
 - Achieved monthly goals and objectives for the Digital sales organization
 - Worked closely with training manager to identify training curriculum and trained new inside sales representatives
 - Worked closely with marketing on lead generation through paid search initiatives and passing leads to the sales team members.
 - Co-developed and implemented sales compensation plan

Time Warner Cable Business Class

Manager, Enterprise Sales, 2013 – 2015

- Manages all aspects and activities of the Enterprise sales team within the Midwest sales region. Targeted verticals include Enterprise, Government, Utilities, Education and Health Care.
 - Direct management of the field sales team (8 associates) for Kansas, Missouri, Nebraska and Texas.
 - Managed team through several organizational changes
 - Met company financial objectives for Enterprise sales team
 - Major Account Management with enterprise, hospitals, school districts, and state and local government customers

CenturyLink (formerly Embarq/Sprint)

Premier Account Manager, 2008 – 2013

- Senior field sales position
 - Generated sales of company services to specific state government and public higher education customers which included multi-million dollar accounts
 - Achieved over 100% sales results through effective consultative selling in the areas of VoIP, SIP Trunking, MPLS, Ethernet, Contact Center, Data Center, Managed Services, Managed Security, Cloud Computing and Customer Premise Equipment

CenturyLink (formerly Embarq/Sprint)

Director of Sales, Embarq Logistics Division, 2002 – 2008

- Directed field sales, inside sales, client solutions, sales reporting, compensation design and technical support for the Carrier & Enterprise markets sales organization across the United States
 - Direct management of 75 associates with revenue expectations exceeding \$225 million and operating expenses exceeding \$10 million
 - Surpassed 100% sales results from 2004–2006 and exceeded company's expectations in every performance review
 - Managed negotiations of complex multi-year supply chain solution to Private Equity firm for major Independent Telephone Company resulting in \$10 –15 million annual revenue stream
 - Sold materials management multi-year contract to key executives resulting in \$5 million annual revenue stream renewed the last four years
 - Proposed and implemented organization design integrating inside and field sales organizations leading to increased customer focus and 113% achievement of sales budget

CenturyLink (formerly Embarq/Sprint)

Director of Sales and Marketing, Sprint Products Group Division, 2000 – 2002

- Promoted to Director position in May 2000. Directed sales, marketing and customer service for Sprint products targeting Enterprise and Carrier markets
 - Direct responsibility of 18 associates with revenue expectations exceeding \$100 million and operating expenses exceeding \$4 million
 - Instrumental in the strategy development and implementation of Sprint Products channel sales, online marketing and sales activities across multiple markets.

CenturyLink (formerly Embarq/Sprint)

Group Manager: Marketing and Customer Service, Sprint Products Group Division

Business Development Specialist, Sprint North Supply Division

Supervisor: Inside Sales and Service, Sprint North Supply Division

Field Sales Representative II, Sprint North Supply Division

Senior Product Marketing Specialist, Sprint North Supply Division

Account Manager: Inside Sales and Security & Alarm, Sprint North Supply Division

Education

University of Missouri – Kansas City, Kansas City, MO

- Master of Business Administration

University of Kansas, Lawrence, KS

- Bachelor of Science in Journalism, advertising emphasis
- Evans Scholar recipient: including full tuition and housing for four years