

JAMI BYER

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PROFESSIONAL SUMMARY

Results-oriented executive sales leader with a superior business acumen and ‘roll up your sleeves’ mentality. Offering 20+ years of proven ability to increase profits through strategic planning, streamlined process engineering, and collaborative business development. Excels at revenue expansion by creating a culture that drives sales, ensures customer success & builds strong professional relationships. Passionate about providing mutually beneficial sales solutions and exceeding organizational goals.

SKILLS

- Strategic Planning
- Relationship Management
- Customer Insight Analysis
- Hospitality Industry Expertise
- Business Development
- Sales Growth/Market Expansion
- Transformational Leadership
- Project Management
- Consultative Sales Strategies
- Interdisciplinary Collaboration
- Conflict Resolution/Problem Solver
- Contract Negotiation

EXPERIENCE

Sr. Director of Sales

J.M. Distribution/TAPS Fish House July 2019 –June 2020

Key member of executive team tasked with developing and leading enterprise sales strategies, business development and revenue expansion. Lead Regional Service Directors and a team of Sales Managers with more than \$40M in annual sales revenue. Created and oversaw corporate strategic plan.

- Successfully deploying four digital process improvement platforms gaining access to valuable customer insight analytics, which expanded sales through tailored guest experiences and brand loyalty; boosted sales by 61% by combining database management and digital solutions into a single streamlined business development process
- Increased organic top line sales by \$2M within first seven months by implementing a metric-driven strategic plan, collaborating with key accounts applying a multichannel strategy increasing referral revenues by 200%.
- Supervised sales personnel, monitored performance & trained on best practices

Senior Sales & Marketing Manager

Darden/The Capital Grille

July 2013 –March 2018

Recognized for transformational sales initiatives, hand-selected by SVP of Specialty Group to serve as a subject-matter-expert on multi-brand monthly sales panel; create best in-class content and present corporate sales training webinars; re-engineered corporate sales strategies; establishing a new corporate sales training program and tracking protocol to eliminate costly inefficiencies, increasing segment sales by millions annually. Locally, responsible for sales and marketing strategies for a fine-dining restaurant with annual sales of \$12M; created, implemented and oversaw annual strategic plan.

- Turned around lagging sales, consistently exceeding sales growth objectives; increasing sales year-over-year; consecutive sales growth of 65% over the first 3 years
- Established a professional reputation for excellence, forging strong customer relationships resulting in a 300% increase in referrals over 3 years
- Optimized profitability by cultivating long term relationship with customers to achieve customer objectives and consistently increase sales
- Direct local management team during quarterly reviews of sales data and other analytics to further develop bottom line performance earnings, build brand recognition and increase sales
- Recognized for strength in building and sustaining employee morale, resulting in low turnover rates; mentoring new sales professionals, maintaining productivity and increased team involvement

Director of Sales & Business Development *Bread & Butter Concepts* *September 2012 –June 2013*

Reporting directly to the CEO, responsible for creation and oversight of corporate sales strategies and business development for multi-concept restaurant group with annual sales of \$30M.

- Led business development efforts to expand customer base in highly-competitive markets; cross sold services to a diverse clientele using B2B, peer networking and contract negotiations with decision makers at all levels
- Managed logistic coordination of all major events from 500 – 5000 guests, including corporate, charitable/philanthropic and community events; maintaining an exceptional level of customer satisfaction
- Collaborated with management teams at each location to ensure monthly sales objectives were met or exceeded

Director of Catering *Dean & DeLuca* *December 2010 –February 2012*

Tasked by National Director of Sales to establish corporate catering sales policies and procedures. Led a national team of (8) Catering Managers. Partnered with Corporate Executive Chef and F&B Manager to create a profitable and uniform library of catering menus for national market to ensure high-quality offerings.

- Increased revenue by \$1.5M in local market during the first year through market expansion, establishing a loyalty program and creative marketing strategies; grew “new” customer sales by 55%
- Aggressively managed P&L, restructured purchasing & inventory management and realigned staff resources resulting in a 33% reduction in operating costs, decreased labor costs by 5% and increased profits by 20%
- Provided leadership cross-functionally, acting as the liaison between sales, operations, marketing, and F&B to ensure exceptional customer satisfaction while exceeding Key Performance Indicators
- Top Growth Department in national market in first year

Previous Professional Experience

- Director of Operations, Episcopal Community Kitchen, Kansas City, MO
- Owner, Menus by Design, Kansas City, MO
- Sales Manager, Freightquote, Kansas City, MO
- Director of Operations, Hometown Hearing & Audiology, Kansas City, MO

EDUCATION

MBA, Marketing Concentration, University of Missouri, Henry W. Bloch School of Management
Internship, Ewing Marion Kauffman Foundation

BA Business Administration, Minors in Finance and Economics, Wichita State University, Barton School of Business

Certifications

- Level One Sommelier, Court of Master Sommeliers
- ServSafe Manager, ServSafe
- Certified Tourism Ambassador, Visit Anaheim

AFFILIATIONS

Leadership Tomorrow Board of Directors, Member	2015 - Present
Lobsterfest Board of Directors, Member	2014 - 2018
Orange County Concierge Association, Member	2014 - 2018
Swope Health Foundation Board of Directors, Member	2012 - 2013
University of Missouri, International Student Host	2010 - 2013
Harvester’s Advisory Council, Member	2009 - 2011
Kansas City St. Patrick’s Day Parade Board of Directors, President	2006 - 2009
Valentine Neighborhood Association Board of Directors, Treasurer	2005 - 2010