

DOMINIC COLETTA

Address Phone # Cell #

SALES LEADER & STRATEGIST

Strategic sales mindset with Bottom-line focus and Top-line alignment + Over 18 years of both strategic and tactical experience in all facets of Sales Management + Excellent communicator and business-minded analyst

AREAS OF EXPERTISE

- Strategic/Business Planning • Sales Strategy Development/Execution • Sales Process Mapping
- Forecasting/Pipeline Management • CRM Deployment • Organizational/Territory Development • Brand Management
- Process Improvement • Market Research • Needs Assessment • Proposal Preparation • Contract Negotiations
- Project Management • Training/Mentoring • Performance Management • Motivation/Recognition/Retention
- Change Management • Total Rewards/Compensation Management • Succession Planning
- HRIS Systems • Metrics & Analysis • Talent Acquisition & Employment Development

EMPLOYMENT & EDUCATION

| | | |
|---------------------------------|--|-------------------------------------|
| <i>Absolute Inc.</i> | <i>Vice President</i> | <i>MBA – Executive Program -</i> |
| <i>TEC</i> | | |
| <i>The Elements Corporation</i> | <i>Vice President Sales</i> | <i>BA Marketing – North Central</i> |
| <i>College</i> | | |
| <i>Salesforce.com</i> | <i>Director of Professional Services</i> | |
| <i>Activant</i> | <i>Vice President Global Sales</i> | |
| <i>Achieve performance</i> | <i>Regional Vice President</i> | |
| <i>Kinetic</i> | <i>Sr. Account Manager</i> | |
| <i>IBM</i> | <i>Sales Executive</i> | |

PROFESSIONAL OBJECTIVE

| Positions: | Location: | Industries: | Revenues/Employees |
|---------------------------------|-----------|-----------------------|--------------------|
| Director/VP of Sales | Dallas | All | \$20MM to \$500MM |
| Director/VP of Services | Chicago | 100 to 5000 employees | |
| Director/VP of Sales Operations | | New York | |

ACCOMPLISHMENTS

Start UP

- Launched a sales team, which generated \$114 million in revenue in the first year, surpassing projection by 200%.

Channel Management

- Guided a new business development team in growing sales 35% the first year and 48% the second.
- Established a strategic alliance program that produced \$45 million in revenue the first year.

Change Management

- Re-positioned a company to attain \$1.3 million in profit in year one and \$5.3 million in profit in year two.
- Executed a new marketing campaign that increased new client sales 22%.

Sales Leadership

- Directed a mid-market sales team in contributing over 28% of overall region sales at a 45% lower cost.
- Developed client team strategies that fueled a 38% increase in existing client sales.
- Personally sold and negotiated new contracts for a total contract value of \$35 million.
- Ranked #2 of six regions in revenue attainment in 2007.

- Earned President Circle of Excellence award for 2007 performance.

Process Improvement/CRM Deployment

- Led a task force challenged to create an integrated sales force automation to support the sales strategy.
- Led the sales leadership team, which established and enforced compliance with national sales policies and strategies to facilitate goal attainment within the region.
- Appointed to a task force challenged to create an integrated marketing and sales plan following the merger.

Contact Negotiations

- Sold and negotiated a four-year, \$23-million contract with Verizon Communications.
- Led strategy development and contract negotiations for an \$8.7-million contract with State Farm Insurance.

ACADEMIC AND PROFESSIONAL CREDENTIALS

Executive Master of Business Administration Program, Sponsored by the Executive Business Council

Bachelor of Arts in Marketing, North Central College, Naperville, IL

Instructor Certification in Sales, Leadership, and Customer Service, Achieve Performance

Instructional Design Certification, Langevin

Project Management Professional (PMP), Project Management Institute

Certified Professional Sales Coaching, Achieve Performance; Activant Corp.