

DOMINIC M. COLETTA
ADDRESS PHONE # CELL #
Qualifications for Regional Sales Manager

Dynamic, results-oriented Sales Leader with experience in sales management, marketing, business development, and P&L responsibility. An assertive leader with a track record of guiding top-performing sales teams in executing annual sales action plans, consistently overachieving sales targets. Astute decision maker capable of making sound judgments to drive the attainment of start-up, turnaround, and growth objectives. Motivated by challenge and dedicated to cultivating positive work environments. Exhibits outstanding presentation skills and highly proficient in closing high-level sales, establishing strategic alliances, and fostering positive client relations. Extensive background in community/volunteer organizations

Areas of expertise include:

Strategic Sales Planning	Sales Strategy Execution	Sales Process Mapping
Forecasting/Pipeline Management	Territory Development	Process Improvement
Market Research	Needs Assessment	Proposal Preparation
Contract Negotiations	Project Management	Training/Mentoring
Recruiting Interviewing/Hiring	Performance Management	Motivation/Recognition/Retention

CAREER TRACK _____

ASOLUTE INC. - *a global leader in business process and information technology services.*

Vice President 2008 to Present

- Developed three new territories that **increased** new client sales **18%**.
- Launched a new product into a new market in six months and generated a 3.7 M pipeline.
- Managed 4 Global accounts and **increased existing revenue 12%**.

THE ELEMENTS – *a leader in the web based training industry, specializing in consulting and training in the areas of IT, Leadership Development, Compliance and Custom e-learning solutions*

Vice President Solution Sales 2007 to 2008

- **Ranked #2** of six regions in revenue attainment in 2007.
- Earned President Circle of Excellence award for 2007 performance.
- Sold and negotiated new contracts with Accor NA, Verizon Communications, Fed Ex Kinko's, Harrah's Entertainment and Charles Schwab. Total contract value of \$35 million.
- Led the sales leadership team, which established and enforced compliance with national sales policies and strategies to facilitate goal attainment within the regions.
- Led a task force challenged to create an integrated sales force automation project to support the sales strategy.

SALESFORCE.COM – *a leader in the Customer Relationship management software that assists companies in accelerating sales and enhancing client relationships through the deployment of CRM technologies and delivery of effective services*

Professional Services Manager 2005 to 2007

- Achieved 118% of annual sales revenue goal in first year and 112% in second year.
- Directed a mid-market sales team in contributing over 28% of overall region sales at a 45% lower cost.

ACTIVANT – a industry leader specializing in consulting and skills training in the areas of sales and sales leadership

Vice President of Global Sales.....2002 to 2005

- Reversed a negative revenue and profit trend, **boosting sales 11 %** while cutting direct sales expenses 35%.
- Attained **110% of revenue** plan and **107% of profit plan in 2003**.

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.