

**DOMINIC M. COLETTA**  
Address                      Cell #                      Email

**Qualifications for Sales Leadership**

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** \_\_\_\_\_

**ABSOLUTE INC.**

**Vice President** ..... 2008 to 2009

- 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**

**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**

**Professional Services Director** ..... 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 CORP.**

**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.