

NAME

ADDRESS | PHONE | EMAIL | LINKEDIN

VICE PRESIDENT, HEAD OF SALES | CHIEF SALES OFFICER

Trailblazer executive who drives revenue-enhancing initiatives that far exceed expectations

Perceptive, analytical and results-driven leader with 18+ years' experience in leading sales, marketing, and business development efforts to improve company's market position and maximize financial growth at a **Fortune 50 organization**. Delivers a valuable blend of expertise that drives bottom-line growth, profitability, and enhanced performance that **supported approximately 600k medical members and nearly \$1B in revenue** in a leading healthcare organization. Expert in identifying and managing the implementation of strategic value-based services and solutions in alignment with corporate objectives to open new lines of business, propel overall business success, and achieve organizational goals. Skilled in doubling revenues, while drastically increasing market share and customer base.

Notable Achievements:

- ✓ **Featured in Winter/Spring 2012 edition of the *African American Career World Magazine* for efforts in bringing awareness of the health insurance industry to people of color.**
- ✓ **Recognized in the Summer 2017 edition of *The Network Journal* 40 Under Forty.**
- ✓ **Featured in the Spring 2018 edition of *Savoy Magazine* Most Influential Blacks in Corporate America.**
- ✓ **Recipient of Fall 2018 edition of *Hartford Business Journal's* 40 under Forty Award.**

CORE COMPETENCIES

- P&L Management
- Strategic Marketing Initiatives
- Sales Performance Optimization
- New Business Development
- Cost & Budget Management
- Account Development & Growth
- Sales & Revenue Optimization
- Employer Relations
- Commercial Development
- Customer Satisfaction
- Business Strategy Development
- Astute Leadership

PROFESSIONAL EXPERIENCE

COMPANY • Hartford, Connecticut • 2006 to 2020

A \$60.3 billion in revenue American managed health care business with over 49,000 employees globally.

Head of Transformative Markets Sales Effectiveness & Distribution | Hartford, Connecticut March 2017 to January 2020

Nominated to serve as a Sales Leader aimed at launching and establishing the Minnesota market. Held accountabilities for evaluating, selecting, and hiring highly qualified sales personnel and underwriters. Managed joint venture distribution efforts by developing/implementing effective strategies, while coordinating with business segment heads and field sales teams. Prepared and assigned compensation and sales targets to staff members; provided directions for achievements. Oversaw a staff of approximately 50 including a team of 7 managers.

- Formulated and executed effective and results-driven sales tactics that resulted in delivering strong corporate growth and financial results in FY18 and FY19. FY19 delivered:
 - **574k medical members (5K favorable to plan)**
 - **\$77M in revenue (\$700K favorable to plan)**
 - **\$22.5M in gross profit (3.4M favorable to plan)**
 - **\$17M in Total Operating Expenses (\$1M favorable to plan)**
- Created and established a motivational working environment that resulted in **retaining 80% of top talents**; optimized employee survey engagement index results from 70% in 2017 to 74% in 2018.

Head of Distribution Strategy- Local & Regional Businesses | Hartford, Connecticut

June 2015-March 2017

Devised impeccable distribution strategies and solutions to optimize current revenue streams across the full spectrum of Aetna's solutions over a multi-year phased approach. Ensured the seamless running of day-to-day operations in compliance with corporate strategic objectives. Provided leadership for the supervision and management of a team of 8 staff members.

CONTINUED

- Strengthened key strategic national partnerships with key stakeholders that **increased \$6B annual revenue**, including ~3M in medical membership and ~1M in dental membership.
- Developed and led large cross-functional development and implementation workgroups, providing appropriate suggestions regarding the use of resources aimed at attaining middle markets business objectives.
- Executed appropriate actions that resulted in accomplishing ~2% membership and **9% revenue growth**.
- Planned, prepared, allocated, and administered a **~\$5M operational budget**.

Producer Relations Director- Northeast & Southeast Regions | Hartford, Connecticut

May 2012- June 2015

Retained and grew required assets by building and strengthening long-term business relationships with leaders within the national consultant and brokerage firms. Recognized as a trusted partner that forged relationships with peers, partners, senior management, and external contacts aimed at attaining corporate objectives. Organized Aetna's national African American employee resource group (AAERG).

- Supervised a team of 4 staff members simultaneously allocated and administered a **national budget of \$1M**.
- Acted as a strategic resource and subject matter expert concurrently collaborated with regional and local market leadership to support local market field teams in *developing national and regional consulting strategies, attracting potential customer and retaining existing clients, as well as executing go-to-market strategies*.
- Developed attractive national messages for specific consultant firms in conjunction with regional and local market teams with the purpose of promoting corporate products and services across geographies.
- Functioned as a national leader that provided mentoring opportunities, leadership roundtable discussions, and professional development forums across 17 AAERG chapters.

Senior Manager, Strategy & Product Management | Hartford, Connecticut

December 2010- May 2012

Devised and launched an advanced engagement model for the achievement of profitable business growth. Leveraged strong communication skills to liaise with internal/external constituents to gather feedback on service levels; executed appropriate actions for improvements.

- Created Aetna's 1st edition of a Tiered/Preferred Distribution Program, while acting as an architect and sales lead.
- Created and fostered long-term business relationships with the top 20% distribution partners by delivering exceptional services and products that resulted in **generating 80% revenue**.
- Optimized business processes efficiencies and outcomes by carrying out process improvement efforts and maintaining compliance of day-to-day operations with set standards.

Account/Sales Executive | Washington DC

July 2006 - December 2010

Explored new business development opportunities across historically underrepresented markets. Cultivated strong business relationships with partners and key stakeholders to attain business objectives. Assisted the organization in receiving recognition as a trusted brand among competitors, while completing assigned operations on time in conjunction with business leaders, public officials, and other key decision-makers.

- Acted as an account/sales executive aimed at creating and implementing effective sales/marketing strategies that generated **new business sales ranging from \$500K to \$10M across Washington DC**.
- Performed overall assigned operations on time and as per quality standards that resulted in:
 - *Qualifying for Aetna's Gold Circle which led to recognition as a top-performing sales executive across the country.*

EARLIER CAREER

COMPANY | Brooklyn, New York
Principal/Founder

September 2004 – July 2006

Planned and established business while concurrently monitoring and improving overall routine operations. Leveraged analytical skills to conduct cash flow assessments as well as marketing analyses to determine trends. Spearheaded overall day-to-day activities 30 staff members, which included a 3-person management group.

- Performed several operations, such as purchasing, managing, and operating three real estate properties ranging from \$300K to \$850K; prepared and executed business development strategies.
- Functioned as a consultant with the purpose of calculating the investment values of real estate ventures with \$50M private equity wealth.
- Processed and oversaw real estate transactions with investment returns ranging from 30% - 100%.

COMPANY | New York, New York
Public Affairs/Business Development & Marketing Manager

August 2003 - September 2004

Developed national homeowner's assistant association initiatives sponsored by housing urban development. Designed/deployed a system for assessing client requirements. Strengthened industry partnerships with public/private investors and clients to expand the business and generate revenue growth, while overseeing all aspects of the public relations department.

- Singled-handedly led the successful completion of the development project with a total worth of **\$10M budget**.

COMPANY | **Cornell-Ithaca Partnership** | Ithaca, New York
Interim Associate Director, Private Consultant

Sept 2002 - August 2003

Acted as an associate director and private consultant for the development and administration of neighborhood planning initiatives funded by the city of Ithaca and HUD. Finalized high-tech computer lab creation project in the historical community center as per set standards. Directed a team of 6 staff members; prepared and allocated a **\$530K annual budget** for corporate operations.

- Deployed best practices to secure governmental grants to support organizational expenses, including *community development block grant* and *Ithaca urban renewal agency grant*.

EDUCATION

Cornell University | **Master of Public Administration** from Institute for Public Affairs | Ithaca, New York | 2005

Bachelor of Science from School of Industrial and Labor Relations | 2002

BOARD SERVICE & COMMUNITY INVOLVEMET

- City of Hartford's Redevelopment Agency (2017- present)
- National & International Board of Directors of Planned Parenthood Federation of America (2006 - 2009)
- Cornell University Alumni Admission Ambassador Association (2005-2008)
- National Urban League (2004-present)
- National Member of One Hundred Black Men (2004-present)
- Board of Directors for Mental Health Association of Connecticut (2011-2015)
- Board of Directors for Our Piece of the Pie (2011-2017)
- Corporate Board of Directors for Northside Institutions Neighborhood Alliance, Inc. (2012-2019)
- Board of Directors for Nutmeg Big Brother Big Sister (2019)
- Hartford Public Schools Board of Education (2019- present)