

Heather C.

Untapped Potential Candidate

Greater Hartford Area/CT
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PROFILE

Dynamic marketing/sales professional with success in corporate, start-up and consumer industries. Technically savvy with strong digital skills. Recognized by clients, managers, and colleagues as a 'connector' who works effectively and productively with diverse people, and always welcomes a challenge.

KEY SKILLS AND COMPETENCIES

- Business development | Complex Sales Cycle Management | Negotiating
- Market Campaign Development
- Presentation Savvy (local, web, CxO)
- Event Planning, including trade shows
- Tech Savvy (Digital Marketing, Publisher, and CRM Systems)

PROFESSIONAL EXPERIENCE

ATS Worldwide, www.atsworldwide.com , (UP Flex-Return) **West Hartford, CT**

A software services provider in Healthcare and Manufacturing.

- Provided Marketing Research for new industry penetration. Output industry report highlighting market potential, competitive threats and next steps. Researched Insurance Industry.
- Provided Sales Pitch Development for data subscription platform within target industry. Identified prospects and *delivered cold and warm sales calls.*

Berkshire Hathaway HomeServices, www.bhhsneproperties.com (7 years) **NE Properties, CT**

A leading real estate brokerage firm with nearly 1,600 Sales Executives in Connecticut, New York and Rhode Island.

- Residential Agent that works with property buyers or sellers and helps them navigate the complex nature of the property market. Perform duties such as; Listing presentations, Competitive Market Analysis (CMA's),
- A liaison between buyers/sellers, lenders, and attorneys, to negotiate real estate contracts to a successful close. Used interpersonal, persuasion/negotiation and problem-solving skills in an independent work environment.
- Top 2% of National Berkshire Hathaway network, 2016, 2015, 2014 and 2013.

CSS International, www.cssus.com, (3 years) **Charleston, SC**

An Oracle-only systems integrator and Managed Services provider of Cloud ERP and on-premise ERP solutions for large companies in several industry segments.

- Business Development Manager

- Successfully managed and grew the Mid-Atlantic and North East territories 25% for CSS, dedicated to Oracle solutions (JD Edwards, EB Suite, PeopleSoft).
- Built strategic relationships with Oracle's ERP team to help market and sell CSS services and Oracle applications.
- Organized channel partnerships and strategic territory marketing
- Established new and existing client meetings, performed sales presentations that outlined the corporate value proposition, all at a CxO level.

Astea International, www.astea.com, (3 years)

Horsham, PA

A global provider of software solutions offering all cornerstones of service lifecycle management.

- Regional Sales Manager, New Business

- Successfully sold to Fortune 1000 Clients (including; AT&T, ITW and Konica Minolta)
- Handled all aspects of territory growth from strategic marketing to client management.
- Exceeded \$1.2m quota.
- Conducted customer discovery sessions to learn more about client's business processes and how Astea products fit their needs and improve existing processes
- Delivered high impact presentations and conducted persuasive negotiations to increase market share by 15% in territory.

Epicor / Activant Solutions, www.activant.com/epicor, (2 years)

Livermore, CA

A leading technology provider for the distribution industry, Activant develops comprehensive enterprise software solutions to help distributors improve customer service and maximize the return on their technology investment.

- Senior Account Executive

- Launched the existing POS Supplier into new markets for start-up ERP division
- Provided organization and branding campaign for ACTIVANT's market entry as a leading ERP provider of front office to back office integrated solutions
- Developed and nurtured relationships at the CxO level to win new business in wholesale distribution, manufacturing, and retail industries.
- Generated over \$1.5m in revenues annually within my geographic territory. Sold the first WD Account for the corporations and was named Most Valuable AE 2003, 2005 and #1 AE for 2003 and 2004 and made President's Club 2004.

Clarity Commerce Solutions / Division of TicketMaster, [link](#), (3 years)

Denver, CO

A global leader in providing Point-of-Sale services for the entertainment and hospitality industry. (formerly Pacer/CATS Inc. leading provider of business intelligence software)

- Sales and Marketing Manager

- Generated new business opportunities for POS supplier within specific industries along with expanding opportunities with existing customers.
- Grew new business 50% over previous year and increased existing customers revenues 30%.
- Provided broad domestic and international Marketing services including new product branding; trade show planning; and collateral, web site and new vision messaging.

COMMUNITY EXPERIENCE

The Mothers' Connection of Farmington Valley

- Board member | Co-Chair | Event Coordinator | Public Relations Coordinator

Canton Public Schools

- Board member, PTO | Co-Chair of Fundraising Events | Communications Coordinator for PR and Events

Special Olympics, Lea's Foundation for Leukemia, Sunshine Kids

- Various ongoing volunteer roles

EDUCATION

B.S in Marketing and Management | Roger Williams University, Bristol RI

HOBBIES/INTERESTS

Golf, Boating, Entertaining