

Kristin A. Parker



Sr. Inside Sales Representative
Allergan Facial Aesthetics

Phone: (855) 819-7223

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Mobile: (512) 375-2190

Resume

Kristin A. Parker



Kristin A. Parker

8429 Sea Ash Circle ■ Round Rock, TX 78681 ■ 512-554-5579 ■ KristinAnnParker@gmail.com

Top performing, influential, and self-motivated **Sales Professional** with over 16 years of outside and inside sales experience, excellent client rapport, product knowledge retention, and focus on product training, customer service, business building programs, and consumer solutions.

- Results-oriented Sales Professional with over 10 years of outside sales experience in client relationship acquisition and account planning, customer service, sales training and business development management.
- Proven success leading sales development efforts, training and expanding customer base, and expanding lines of business to both new and pre-existing customers.
- Skilled in increasing customer retention levels in highly competitive markets with client rapport, listening skills, product and industry knowledge.
- Resourceful and independently motivated to complete objectives in an organized and timely manner.
- Demonstrated continued leadership and sales abilities in professional, non-profit and volunteer environments.

Employment History

Allergan, Inc. – Irvine, CA

2014-current

Sr. Inside Sales Representative - Facial Aesthetics

Responsible for Allergan Medical's Facial Aesthetics portfolio of products, specifically BOTOX® Cosmetic, JUVÉDERM® and VOLUMA.

- Facilitator of inside sales activity for Tri-State region effectively interacting with Allergan customers, team members, Regional Sales representatives and Senior Management.
- Responsible for developing new accounts, implementing programs, product knowledge training and transitioning accounts to the Business Development Team as revenue increases.
- Successfully exceeded all quotas averaging \$1.3M for each quarter during my tenure and currently have YTD growth of 34% increase.
- Collaborate with team members to coordinate plans, strategies and programs to promote portfolio purchasing, program integration, and loyalty to Allergan.
- Covered 2 Leave Of Absence and Vacancy working with high profile accounts including injection days, EPIC ND training, Open House event and Business Development meetings.
- Chosen by management to cover a Leave Of Absence in a region outside of assigned territory in order to facilitate a multi-event week with Black Diamond Accounts in the Tennessee Region.

Round Rock Independent School District

2012-2014

Substitute Teacher

Elementary School Substitute for Grades K-5 and Special Education, Intervention/Resource classes.

Parker Beauty Supply, Inc. - Austin, TX 1992-2007

Texas Wholesale Beauty Distribution (est. 1946); Professional Salon, Spa, and Aesthetic products

Sales Director 2002-2007

Led business development, sales training, and marketing efforts of all products, new product line expansion and continued to service high profile accounts.

- Negotiated new product distribution contracts for statewide expansion and exclusivity.
- Managed over 20 product partners executing sales campaigns and implementing programs to grow an additional 10%.
- Hired, led team training, and managed 20 sales consultants conducting sales reviews and quarterly reports with account executives and manufacturers.
- Collaborated with national and international manufacturer executives and marketing to optimize revenue levels in Texas distribution.

Parker Beauty Supply, Inc. - Austin, TX

Business Development Manager 1992-2002

Responsible for entire sales process and program implementation from prospecting and product presentation to close, inventory control, customer service, developing, expanding business, educating, and managing accounts.

- Annual Top Producer by continuously meeting and exceeding sales targets and goals.
- Increased revenue growth by over 300% in competitive marketplace.
- Secured annual client conversion rate of 4 times the industry average.
- Created and presented proposals closing 80% Tier 1 customers to complete business solution including full product suite, platinum customer service and sell-through incentive programs.
- Product consultant, educator and trainer for colleagues, clients, and end-consumers including after-hour specialty events, day training, and seminars.
- Trade-show point person and coordinator for planning and implementing multiple events at local, state, national, and international levels.

SALES PROFESSIONAL AWARDS

National Top 10 Salon and Spa Professional Consultant

Southwest Region Sales Professional of the Year

Global Manufacturer Award - National "Rising Star"

National Distributor of the Year

Education

The University of Texas at Austin - Red McCombs School of Business

Bachelor of Business Administration, International Business - Management, 1992

Involvement and Interests

Texas PTA – Board Member, Committee Chairperson, Lead Class Volunteer (2007-2014)

Boy Scouts of America - Chisholm Trail District – Pack Committee Chair, Den Leader (2008-2014)

Town & Country Optimist Club – Team Coordinator (2008-2013)

M.O.M.S Club (Round Rock Chapter) – President and Membership Chair (2003-2007)

Junior League of Austin (2000-2006) – Volunteer placements at St. David's Hospital, Austin Public Library, Ride On Center for Kids Horse Therapy, Coats for Kids, A Christmas Affair

Zeta Tau Alpha (Kappa Chapter) – The University of Texas at Austin

Referral Letters

Kristin A. Parker



October 16, 2014

Dear Kristin,

It is a pleasure to write a letter of recommendation for you for use with prospective employers as I truly respect your overall abilities as a businesswoman. You were also, in the eyes of many manufacturers, very instrumental in the significant success experienced by Parker Beauty Supply during their tenured history and legacy of a three-generation company.

When we appointed your company to represent Innovative Styling Options as a Charter Member Distributor, we were overly impressed with your personal knowledge of the company's customers and the close professional business relationships that were exhibited during my calls out in the field with you on those customers.

As Sr. Vice-President of The Wella Corporation (Pro division of Procter & Gamble), I distinctly recall having you as one of only a handful of distributor partner representatives selected to help spearhead the overall concept behind our new haircare brand. Your contributions during all our distributor council meetings offering your feedback from the market and creative solutions to our challenges were beneficial for us in forming national strategies to better our business.

You always have conducted yourself with the utmost professionalism and were always trusted to deliver commitments you made when investments beyond the normal were made with your company for various initiatives. I especially remember when you were awarded a red Mercedes convertible as one of the top performers in the entire distributor network for exceeding all sales expectations, an achievement that was awarded to only 8 out of over a 1,000 distributor consultants.

Having served as CEO, COO and President of some of the most prestigious brands in the professional industry, I can say with enthusiasm that the company that hires you will be very fortunate, as they will be hiring a talent that will deliver results beyond established goals and who will always be pro-active in looking for the next opportunity for the company to be more successful.

Best of luck with the interview process!

Best Regards,



Andrew Biazis
President and Chief Operating Officer
Keune Haircosmetics USA

KEUNE HAIRCOSMETICS USA, INC.

bella

To Whom It May Concern:

Kristin Parker was Bella Salon's Sales Representative from Parker's Beauty Supply. It has been years since she has called on us, but she really stands out as being the best representative that we have ever had.

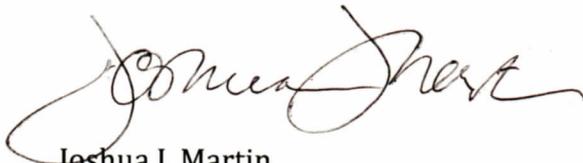
When we started with Kristin, we actually didn't carry any of their product lines, but she managed to switch us to Wella's upscale color lines and a few other upscale shampoo lines that we still carry today.

Kristin was really a dream representative. She was extremely educated in all the lines she carried and was able to pass her vast knowledge onto our staff. She was never pushy, always met all of our needs, and even surpassed our expectations.

As for her personality and demeanor, she is charming, articulate, always extremely well dressed, and professional. I owe her credit for making Bella the outstanding salon it is today by educating us, delivering us amazing products, and providing us with the means to meet the needs of all of our clients.

It has been a pleasure having Kristin work with us and seeing her grow, not only as a businesswoman, but an outstanding human being in general. Any company or organization would be truly lucky to have her as part of their team and I would recommend her for any position. She is a woman who is more than capable of achieving any goal that she sets her mind to.

Sincerely,



Joshua J. Martin
President of Bella Salon

October 16, 2014

To whom it may concern:

I've had the pleasure of knowing Kristin Parker over the last four years and the honor to work with her to lead one of the most successful scouting units (Pack 562) in the Austin area. We had the privilege of having her as our Committee Chair for two years, and I still have yet to find anyone that can fill the shoes that she left, and perform and the level that she did.

Kristin gives her passion and utilizes her vast skill set in everything that she does, and her always positive and helpful demeanor are undeniably infectious. The enthusiasm she has for all of the endeavors that she takes on is truly evident in the numerous ways Kristin goes above and beyond to meet the needs of her stakeholders. Like myself, Kristin has long standing Austin roots, but unlike anyone else I have met, her skills in networking and relationship building are among the absolute best that I have ever seen. Her quality of character, skills (sales, program development and improvement, recruiting, etc.) and knowledge/experience are highly regarded throughout the central Texas area. She has established an outstanding rapport among community members and professionals, both in her profession and in the non-profit world. She is a life-long learner and a true professional.

Besides her extensive professional experience, Kristin has also given her extraordinary talents to many different volunteer efforts since long before I had the privilege of meeting her, such as the Boys Scouts of America: a program dear to both of us. The lives of the diverse youths and families that she has touched over the years are without a better because of her. Kristin's love of sharing her passion for life has no boundaries, and she would be a phenomenal addition to any team.

Sincerely,

Mark Kania

A handwritten signature in black ink, appearing to read 'MKa', with a stylized flourish extending from the end.

Webmaster, Round Rock ISD
Cubmaster, Pack 562



10.16.2014

It has been my professional pleasure to have been closely acquainted with Kristin Parker since the early 1990's. Kristin and I first met when I was an independent stylist, working for an upscale salon in downtown Austin, TX, where I had great aspirations to one day be part of the next generation of premier salons in the area.

I made that leap of faith in 1998, and Kristin was at my side, helping with the salon furnishings to assisting with our Grand Opening. That leap of faith evolved into Jackson Ruiz Salon – what we feel is truly the Premier Salon in Austin!

Since Day One, Kristin has been nothing short of greatness. She excels in **all** aspects of the Sales Cycle, whether it be from her genuine listening skills that she immediately translates into business solutions, to her unsurpassed and uncanny ability to digest product knowledge and relay all of the features and benefits to her clients. Not only did she make it a point to know everything about her own products, but those of all her competition. She was very keen on keeping abreast of what others were bringing to market and how to always stay one step ahead of the game.

Although our business model for Jackson Ruiz was to be an Aveda Concept Salon for all our haircare products, I did have many choices of professional hair color to bring into the salon. I chose Kristin – which meant choosing Wella. I knew Kristin would be at our side, every step of the way, helping to educate our stylists, whether it be in an in salon event or to their company's annual trade shows that showcased the latest trends in the industry.

Kristin's loyalty programs and business building ideas far outshined any other distributor or consultant in the professional industry. I am grateful that Kristin Parker first stepped foot into the salon I was working at in 1993, as my professional life was forever changed because of her input, strategies and genuine care.

In our much-loved city of Austin, TX, the Parker name is not only very well known, but more importantly, is synonymous with genuineness and care for their customers – always putting their client's needs as top priority. I would rank Kristin and one (if not the) "Best of the Best" and any company would be forever grateful and most fortunate that they brought her on board.

With sincerity,

A handwritten signature in black ink, appearing to read "Allen Ruiz", is written over a series of horizontal lines.

Allen Ruiz - Co-Owner, Jackson Ruiz Salon

**2013 North American Hairstylist of the Year
Global Style Director - Aveda North America**



October 14, 2014

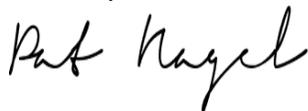
LETTER OF ADVOCACY

I met Kristin Parker in Austin Texas in 1993. At that time, I was the Regional Sales Manager for the Wella Corporation's Professional Division. Ms. Parker joined Parker's Beauty Supply as an outside sales consultant. She has an articulate, poised and sophisticated personality that allows her to be comfortable in all business situations.

Ms. Parker had no difficulty in quickly learning and selling our high end Exclusive Line products. She insured that clients were inclined to view our products as the best. Certainly, her business acumen contributed to our success in the area. Ms. Parker not only did an outstanding job in our product, but she also involved the salons she serviced in educational events, contests and numerous publicity events.

Ms. Parker is part of a wonderful family. The Parker name is well known and respected throughout Texas and particularly in the Austin area. Without any hesitation, I heartily recommend Ms. Kristin Parker for your consideration. Should you need further information, I can be reached at 972-768-3080.

Sincerely,

A handwritten signature in black ink that reads "Pat Nagel". The signature is written in a cursive style with a large, stylized initial "P".

Patricia Nagel

1044 Daleside Lane

New Port Richey, FL. 34655

Allergan Accolades

Kristin A. Parker





Accolades



Kristin A. Parker



CHARLESTON
304.720.9073

BARBOURSVILLE
304.302.0585

BECKLEY
304.252.4154

PRINCETON
304.913.4922

RONCEVERTE
304.645.4344

From: David Rubio <david.rubio@imaginemedispa.com>
Date: August 14, 2014 at 4:25:57 PM CDT
To: Parker_Kristin <Parker_Kristin@Allergan.com>
Subject: RE: BOTOXR Cosmetic (onabotulinumtoxinA)

Kristin,

Sounds good--and likewise. I hate to sound cynical but typically most of the reps I deal with are either goofs or--worse--pretty incompetent; in fact, for the past several years I've dished most of them off to Amy and let her deal with them. It's a pleasure working with real professionals such as yourself.

Between you and I, we've accomplished more in two meetings lasting 30 minutes than all my previous meetings with the people from Allergan...and I believe we've been with you since 2006. What I'll do is run anything we think might be beneficial by you before putting it up; that way we'll always be on the same page.

I've encouraged Kathy and Dianne to use you as a resource from a medical standpoint. If you can, direct everything related to business, marketing or things commercial to Amy or myself. Her email is amy.lively@imaginemedispa.com.

I'm sure it's going to be a pleasure working with you and I look forward to it.

D.



From: harvey_kirsten@allergan.com
Sent: 06/17/14 05:30 PM
To: hindman_tj@allergan.com; constantino_melany@allergan.com;
parker_kristin@allergan.com
Subject: RE: Silver Acceleration addition

This was an awesome call today!

I have been trying to get the Lu-Jean Feng Clinic's Botox Cosmetic business back for three years! The stars aligned today!

Kristin and I went in and presented the Silver Acceleration program as well as BD. They have been resistant to the BD program since 2009. However, we were able to explain the benefits of upgrading to Gold before the end of Q2, and the welcome codes they would receive as part of the Silver acceleration program.

We talked about how BD has been a successful program for retention and conversion, and explained how successful and seamless the program has become since its inception. (They were happy to hear that the program encompasses SKM and mentioned they may even order more SKUs.)

The discussion turned to Dysport and their relationship with Valeant. They shared that they aren't getting any support currently. They also shared that the reason they switched from Botox Cosmetic three years ago was because of "special deals" and lower prices. Both of which have disappeared....

I told them that winning back their business has been a professional goal of mine, and assured them I would work to get it back. Linda (in front of Dr. Feng) said she has always liked working with me and then.... Drum roll please.. said she would like to give me all her Botox Cosmetic business back!

This is a huge feather in our cap! I am confident we can get them back up to their Platinum status again in no time!

They placed a 10 vial order, a 16 box Juvederm order to upgrade to Tier 3 mid year. I am going into sign them up for BD and train their staff in July.

The first call of the day and we shot it out of the ball park! Winning back business is an exhilarating feeling. Keeping the momentum is going to be so much fun! ☺

Kristin is never allowed to go back to Austin. We are on a roll!

Have a great night.

Kirsten (part of the dynamic "Special K" duo)



From: Constantino_Melany
Sent: Monday, September 22, 2014 11:20 AM
To: Chambers_Keith; Hill_Halie; Jackson_Arthur; Parker_Kristin; Schneider_Alex; Wade_Dyana
Subject: Update Last Week

See attached weekly update. Last week we averaged 18.4 touches a day, GREAT job! We placed 18 orders for a total of \$32,000, average of 3 orders per ISR per week and \$1,700 average per order. We are tracking as an Area to hit 87.06% of our Quota as of Friday. I know we will catch up this week, we just have to keep the faith and keep calling.

The winner of last week's gift card was Kristin at 1.36% and Arthur was a super close second at 1.35% over LY's last week. Our new contest for next week is the person that has the highest % increase over target attainment. I will send out tracking tomorrow. Keep the calls up and the programs rolling! Have a great week.

Melany Constantino, Inside Sales Supervisor- Northeast | Allergan Facial Aesthetics

From: Constantino_Melany
Sent: Monday, September 15, 2014 4:58 AM
To: Chambers_Keith; Hill_Halie; Jackson_Arthur; Parker_Kristin; Schneider_Alex; Wade_Dyana
Subject: Updated Weekly Numbers

Team,
Attached is the updated Weekly spreadsheet. Great day on Friday Dyana, leading the team with \$24,693 in sales! Four out of six regions beat their week 2 LY number. The winner of last week's gift card was Kristin at 147% to LY for week 2 followed by Arthur at 115%, Dyana at 108% and then Alex at 106%. The contest will be the same or this week. The ISR with the highest percentage increase over week 3 LY will be the winner. Please focus on hitting your 18-20 touches a day. Remember it's all about creating relationships and the best way to do that is by phone conversations. I would like to see an increase in our daily touches by phone this week. We as a team are running a little behind the rest of the other areas. I know we can do it. Thanks so much and happy selling.

Melany Constantino, Inside Sales Supervisor- Northeast | Allergan Facial Aesthetics

From: Constantino_Melany
Sent: Wednesday, September 10, 2014 9:51 AM
To: Chambers_Keith; Hill_Halie; Jackson_Arthur; Parker_Kristin; Schneider_Alex; Wade_Dyana
Subject: Daily Update

Great day yesterday Arthur, Kristin and Dyana! Attached is the updated spreadsheet. For the week Kristin is leading at 78.9% to goal followed by Alex at 62.6% and Arthur at 50%. As a team we are almost to 50 % for the week to LY. Happy Selling and let me know if you have any questions. Thanks

Melany Constantino, Inside Sales Supervisor- Northeast | Allergan Facial Aesthetics

Sent: Saturday, September 06, 2014 8:24 AM
To: Chambers_Keith; Hill_Halie; Jackson_Arthur; Parker_Kristin; Schneider_Alex; Wade_Dyana
Subject: Weekly Update

Team,
Just wanted to give you all an update for the week. Good job to Dyana, Arthur, and Kristin, top 3 sellers for Friday! As a team we just barely beat our LY but we did! Congrats to New York, New England, Mid-Atlantic, and Philly for all surpassing their LY's this week. Attached is the weekly spreadsheet. Have a great weekend and get rested up for a big sales week next week. Thanks

Melany Constantino, Inside Sales Supervisor- Northeast | Allergan Facial Aesthetics

From: Constantino_Melany
Sent: 06/30/14 02:33 PM
To: parker_kristin@allergan.com
Subject: Contest Update

I know you are not here, but wanted to update you. I show that as of today you have 8 Keyed Combo orders and 15 Allergan Direct Sign ups as of 6/27. I won't get the Silver Acceleration numbers until later this week. Great job! Happy Vacationing.

Melany Constantino, Inside Sales Supervisor- Northeast | Allergan Facial Aesthetics

Action Plan

Kristin A. Parker



Action Plan Overview

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- ❖ Contact all accounts in person and have conversations with them to build trust, and that they will be well taken care of continued company, best products, experience consultant. put them at ease for smooth transition and change, mend any if needed, tie loose ends
- ❖ Follow through with any upcoming events, trainings/re-trainings, programs, BFF, samplings, that Dana has put in place (meet with her to go over accounts) Busy season!
- ❖ Meet with counterparts SKM, Breast, ISR to collaborate and continue efforts to completion.
- ❖ Meet with Top 25/Top Tier/multiple location accounts to ensure that communication stays clear and learn best practices of what protocols may be in place and their appointment setting standards
- ❖ ALLERGAN LOYAL/APP Status checks to maintain or upgrade, roll in events, PK, staff trainings.
- ❖ Work by appointment for Top 25 especially, don't lose focus on smaller but growing accounts
- ❖ Look at accounts for Loyalty and Splitter/market watch. Run Numbers to show brand loyalty and benefits from being brand loyal. Profitability and Retention! Pricing
- ❖ Transition out my ISR role-new hires come on board Nov. 15, so good time to replace

Kristin A. Parker
 **ALLERGAN**

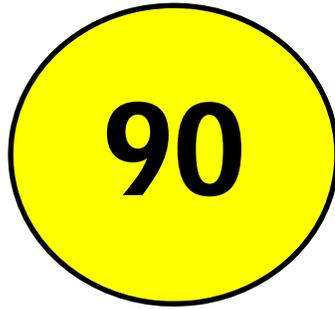




- Look for opportunities to collaborate and find out why accounts are not Allergan loyal or mend any past concerns that may be unwarranted promoting BD/APP, products, science, programs, service, trainings
- Voluma focus to promote and work Juvederm filler back-door into accounts Best technology! Best Product! Best Outcomes!
- PBR, Tier, and APP check. Work numbers backwards for Target vials and Boxes. Make sure no one falls through the cracks and loses status. Customize sell through to the patient with packages, banks, events
- Have a continuous presence and standing appointment for those accounts that take most time.
- Continue working BD analytics, BFF for friends, BD mall, marketing materials, Brand Box refreshers
- Holiday focus to help push through to the patient. Promote Spa-La-La Events and Get ready for A New Year/A New You!
- Continue to work small and growing accounts, train, educate, promote through to patients

Kristin A. Parker
 **ALLERGAN**





- Fine tune: BD utilization and all resources to help accounts meet goals and continue to add new patients
- Analyze and Optimize chairs, rooms, injectors to grow deep and wide
- Collaborate to have Full Rejuvenation packages; Breast, Injectables, SKM, and ISR!
- Well-oiled machine to hit and surpass quota. Work numbers backwards to promote healthy purchase and pull through successes

Kristin A. Parker
 **ALLERGAN**



Sales

Kristin A. Parker





2014 SALES - K. PARKER

Q2 : 2014 - Mar. - May

GOAL	ACTUAL	DIFFERENCE	% OF GOAL
\$1,244,764	\$1,368,101	\$123,337	109.91%

Q3 : 2014 - Jun. - Aug.

GOAL	ACTUAL	DIFFERENCE	% OF GOAL
\$1,116,797	\$1,155,112	\$38,315	103.43%

Q4 : 2014 - Sept. - Nov.

GOAL	ACTUAL
\$1,471,853	\$628,678

(as of 10/15/2014)



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parker

Magazine

Kristin A. Parker



JAN 15 - MAR 15

Parker

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**A Global Affair with Texas Flair
& Chic European Influences**

SUNDAY, FEBRUARY 29, 2004

AUSTIN, TEXAS

