

SPENCER H. PEAVEY

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1020 East 33rd Place – Tulsa, OK 74105

Genuine and relentlessly optimistic professional with a contagious energy for leading, guiding and building relationships through highly effective and strategic communication. A motivated and experienced B2B and B2C sales, marketing and consulting partner who is ethically focused on what is best for my clients and my employer. Consistently recognized as a leader in naturally creating, developing and maintaining successful and effective professional relationships and deriving tangible results from those relationships. Possesses a knack for reading people and adapting seamlessly to any situation. Passionate about fostering long lasting mutually beneficial partnerships with clients and colleagues alike.

Work Experience

ConsumerAffairs- Tulsa, OK **May 2018 - Current**

National Account Manager

Responsible for maintaining and further developing partnerships with 150+ current corporate clients and a \$5 million annual revenue book of business

- Consistently achieves and exceeds goals to reduce churn (to under 5%), stimulate client engagement (36% increase), and increase overall revenue (added \$253k in monthly revenue in January and February 2019 alone)
- Built and maintains deep understanding of the 55+ B2C and B2B product and service verticals that my clients conduct business within so that each relationship can be intelligently optimized for maximum mutual success
- Frequently negotiates new contract terms ensuring that ROI and overall value and profitability metrics are met

ConsumerAffairs- Tulsa, OK

September 2017- May 2018

Sales Team Manager

Oversaw team of Sales Development Representatives to drive maximum effectiveness and grow sales pipeline

- Developed, implemented, monitored, and coached to numerous metrics and tactics for both individuals and teams
- Tested and successfully launched multiple sales processes, tools, and tech platforms

ConsumerAffairs- Tulsa, OK

August 2016 – September 2017

Sales Development Representative

Tasked with all top of the funnel sales actions, from strategic prospecting to pitching and building pipeline of potential new corporate clients which resulted in \$840,000 in new annual revenue.

- Utilized multi-faceted strategic approach and tech stack to most effectively engage with prospects and provide value
- Intelligently qualified potential clients and built urgency and interest in our product and resources, then teed-up Account Executives for negotiating/closing conversations

The Holmes Organisation/HUB International- Tulsa, OK

June 2014 – June 2016

(British variant of organization)

Employee Benefits and Healthcare Consultant

Provided guidance to c-level decision makers of organizations on all matters healthcare and benefits

- Proactively grew client base from \$0 to over \$1.6 in annual premium while simultaneously overseeing all aspects of maintaining stellar client relationships, implementing strategies and placing creatively sourced products
- Relied on heavily as outsourced expert and trusted partner for effectively navigating the complexities of the healthcare and benefits world, staying ahead of the curve on the topics of compliance and technology and delivering on the overall goals of cost management and providing a Fortune 500 experience to companies and their employees
- 1 of 5 employee benefits consultants nationwide chosen to participate in exclusive HUB sales development course

Reserve National Insurance Company- Tulsa, OK

July 2012 - June 2014

Field Sales Representative

Charged with acquisition, retention, and maintenance of health, life and ancillary insurance clients in east Oklahoma

- Independently generated over \$145k in annualized premium to individuals and families in first year of employment
- Achieved 5th place out of 80 in the nation for agency rookie net premium and 2nd place in Oklahoma in first year

- 1 of only 6 rookies invited to President's Club annual trip
- Recognized multiple times for exceptional client relationships and attentiveness to client needs
- Excelled in ability to quickly and effectively adapt and create customized solutions and clearly communicate with clients in a relatable, respectful and efficient manner

Altria Sales and Distribution (Philip Morris)- Tulsa, OK

May 2010 – July 2012

Territory Sales Manager

Solely responsible for all business operations involving Altria's three operating companies within 132 account territory and 15 store key account

- Achieved ~8% growth in a declining industry across entire territory generating over \$32 million in annual sales
- Personally developed and implemented comprehensive marketing plan that overhauled a 15 store key account generating over \$1 million in sales that yielded ~10% growth through effective leadership of 6 person team
- Showed initiative in acquiring Oklahoma Account Manager responsibilities for a national chain account including developing and implementing business plans that were presented to national executives, as well as provided direction and leadership to 11 Oklahoma sales representatives resulting in significant increases in revenue, share and share of market across the state as well as the region
- Utilized high level analytics and data mining to create professional business plans and was able to influence clients effectively using powerful fact based selling conversations and presentations

Awards/Community Involvement

- Board of Directors member, Emergency Infant Services
- Named one of "Tulsa's New Leader's 2014" by Cystic Fibrosis Foundation
- Eagle Scout

Education

University of Kansas- Lawrence, KS

- Bachelor of Science, Business Marketing
- Concentration: Entrepreneurship
- Graduated May 2010

References

Matt Fogerty

former Director of Sales Originations and Operations - ConsumerAffairs – former direct manager
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Fawzi Kronfol

Senior Manager, Business Strategy – ConsumerAffairs – current coworker
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Dr. Stan Schwartz

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Tom Taylor

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