

# MICHAEL E. SMITH

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## Business Development Executive

*Relationship Management • Strategic Accounts • Global Business Development*

Experienced Account Manager with demonstrated achievements in business development across domestic and international markets. Expertise in strategic planning, service excellence, marketing initiatives, and channel management with a strong track record of success managing customer experience. Proficient in client needs analysis with a consultative approach to solutions sales. Broad background in account management for turnaround and high growth organizations. Knowledgeable sales professional capable of accessing key decision makers to build strategic business relationships. Leverage superb sales skills to consistently meet and exceed business goals in highly competitive markets.

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### CORE COMPETENCIES

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- Sales & Channel Management
  - Strategic Planning & Development
  - New Market Entry & Development
  - Product & Market Positioning
  - Customer Experience Improvement
  - Change Management & Turnarounds
  - Relationship Building & Retention
  - Contract Negotiations
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### HIGHLIGHTED ACCOMPLISHMENTS

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- Strategized with C-level leadership to develop and execute new product marketing strategy. Overcame challenging barriers of entry to successfully launch a line of refurbished products into retail distribution channels
  - Exceeded sales targets each year by **more than 30% annually** between 2013-2016
  - **Increased top line revenue by up to \$10 million** year-over-year through consultative and strategic selling
  - **Led successful negotiations with five multi-billion dollar clients**, collaborating with internal and external senior level business partners to develop customized solutions to fit the clients' unique supply chain needs
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### PROFESSIONAL EXPERIENCE

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**INTERNATIONAL COMPANY** (Austin, TX)

2013-Present

**National Account Manager** (2014-Present)

**Product Sales Advisor** (2013-2014)

Achieved rapid career growth based on demonstrated ability to consistently exceed revenue targets through new business development, channel management, relationship building, and account expansion in a challenging global market. Collaborate closely with senior management and cross-functional teams to assess market trends and develop strategic sales initiatives to drive the goals and objectives of the organization. Generate leads and drive growth while representing International Company at global industry tradeshows in Las Vegas (CTIA), Dubai, U.A.E (GITEX), Barcelona, Spain (MWC), and Hannover, Germany (CeBIT).

Selected Accomplishments:

- Generated more than **\$12 million in new revenue within a year** through prospecting for new business opportunities and managing relationships to grow existing accounts
- **Development of \$10 million sales pipeline** in 2016 comprised of more than 300 accounts globally
- Spearheaded market entry initiative for refurbished IT equipment and CPO mobile markets and delivered **revenue of 115% of goal in 2015 and 118% of goal in 2016 YTD**
- Delivered more than **\$8 million in sales** of refurbished, recycled, and reconditioned electronics in 2014
- Established network of more than 150 buyers in the reverse logistics industry in the US, Hong Kong, Canada, Europe, the Caribbean, and United Arab Emirates

**TOMMY BAHAMA** (Dallas, TX)

2008-2010

**Sales Supervisor**

Provided leadership to retail sales team with responsibility for driving individual and team sales metrics. Served as a brand ambassador in a customer-facing role, delivering knowledgeable and professional customer service in support of the mission, values, and objectives of the Tommy Bahama brand.

Selected Accomplishments:

- Implemented sales and marketing strategies to support corporate branding objectives
- Managed all aspects of loss prevention to protect company assets and safeguard inventory
- Established process improvements for the execution and tracking of daily sales operations

**GEICO INSURANCE COMPANY** (Dallas, TX)

2004-2007

**Licensed Sales Agent**

Conducted consultative sales with customers and prospects across a nine-state region, making sales presentations and recommendations for insurance products and services with a strong focus on providing professional responses and applying negotiation tactics to achieve high customer satisfaction and ensure support of brand reputation and marketing initiatives.

Selected Accomplishments:

- Prepared and presented customer quotes and successfully closed sales, qualifying for monthly bonuses based on sales and service
- Demonstrated ability to manage multiple tasks simultaneously and act with a sense of urgency to provide resolution for more than 100 customer claims in a timely and efficient manner
- Accountable for delivering outstanding customer service, utilizing strong problem solving skills to overcome objections while managing costs and negotiating fair agreements

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**EDUCATION**

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Texas Tech University • Jerry S. Rawls College of Business  
Bachelor of Business Administration (BBA) in Marketing • 2003