



Jennifer Reynolds

SENIOR SALES EXECUTIVE / ACCOUNT EXECUTIVE

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IT • BUSINESS APPLICATIONS • ENTERPRISE SALES

Forward-thinking, persuasive IT Enterprise sales leader adept at identifying multimillion-dollar opportunities with depth and width due to ability to understand current and future business needs, positioning enterprises to successfully expand footprint while creating unprecedented value for Fortune 500 organizations. Able to deliver rich technical solutions that increase efficiency, lower cost, and drive sales growth.

New Business Development & Retention...Revenue & Profit Enhancement...Sales Account Management
Budgeting...Complex Contract Negotiations & Deal Structuring...Team Leadership/Sales & Client Training
Relationship Building & Management...Product & Licensing Expertise...C-level Presentations & Communication

SALES BENCHMARKS

- Breathed life into a dormant account and gained access to Vice President of Human Resources and Supply Chain at F.S. Murphy Enterprises. Managed the complex sales cycle of a comprehensive full-suite opportunity that **realized \$1.4 million in revenue, with \$600,000 in future services.**
- Secured major win, after 3 failed attempts by other sales executives, with global credit company, stepping over 2 incumbent vendors, ADP and PeopleSoft, **to deliver Time & Attendance Software solutions valued at \$1.8 million.**
- Built relationships with local government entities to **successfully close large-scale, complex accounts for 48 independent departments and agencies, realizing \$15 million in sales.**
- Closed largest opportunity in the company's history, a catalyst for moving the company into the global market, by delivering a multimillion-dollar global solution to JB Electronics.
- **Seasoned software, hardware, and services account executive, securing sales of \$300 million over career.**

EXECUTIVE SALES CAREER NARRATIVE

F.S. Murphy Enterprises, New York, NY

2012 to Present

A Fortune 500 company and one of the largest independent software corporations in the world.

EXECUTIVE SALES STRATEGIST

Spearheaded strategic development of Fortune 500 relationships identifying clients' needs and expectations, delivering savvy enterprise solutions while strengthening partnerships throughout sales cycle and post-delivery.

- **Captured 260% 4th quarter sales quota, valued at \$1.10 million in revenue.**
- Recognized for technical credibility, thought leadership, collaboration, and client advocacy by internal resources, external partners, technical senior-level decision-makers, and key users.
- Utilized Murphy's needs-based sales methodology in collaboration with account team to map technology for the clients' business drivers. Communicated capabilities and solutions vision by conducting demonstrations, whiteboard discussions, enablement plans, and presentations.
- Led complex, multimillion-dollar proofs of concept, partner enablement plans, and proposed deliverables to notables that included US Bank, Google Inc., The Gap, WalMart Inc, Jones of New York, SanDisk, Advantage Health, AVG Antivirus, Xerox, and Barnes and Noble Bookstore.

ANK Software Company, Newark, NJ

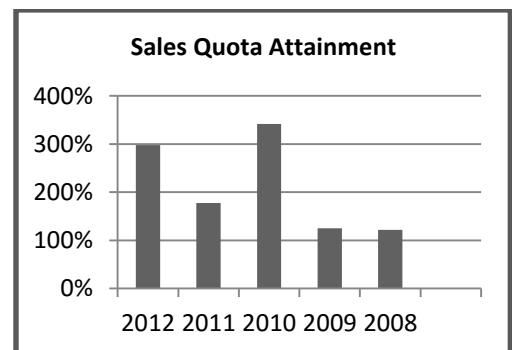
2008 to 2012

A leading software solutions provider optimizing global IT investments for Fortune 500 companies.

ENTERPRISE SALES ACCOUNT EXECUTIVE

Hired to drive strategic account sales to Fortune 500 organizations. Launched aggressive consultative sales approach to promote Cloud Management, Enterprise Automation Management Solutions (EAMS), Applications Management, Content Management, Infrastructure Management, Identity Management, Metadata Management, Operations Management, and Performance Management solutions.

- **Rebuilt fledgling relationships with 9 key accounts to generate incremental revenue of \$1.9 million in less than 5 months.**
- Sealed a pilot sale for metadata solutions to the world's largest networking company, Syston Systems, valued at \$1.4 million. Led the product and services team through demonstrations and presentations to Senior Directors, CIO, and COO.



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Advanced Technologies, Inc., New York, NY

2006 to 2008

A privately held multi-national workforce management software and services company providing Human Resource, Payroll, and Time/Attendance solutions, applications, and hardware.

SENIOR SALES EXECUTIVE

Stepped in to drive enterprise sales increases, prospect and develop business opportunities, and enrich existing relationships with CFOs, COOs, and VPs of HR/CHRO in key enterprise accounts.

- **Realized a new account that produced \$12 million.**
- Grew account portfolio, bringing in 15+ new clients in a fiscal year, while managing and selling to existing strategic accounts.
- Broke down the barriers and penetrated key decision-makers to develop the initial opportunity to partner with the largest ERP solutions provider, SAP, generating \$6+ million in related revenue.
- Identified key executive relationships with C-Level executives, and leveraged partnership with HCG and Jennware to manage a Contingent Labor spend management solution worth \$450 million annually.
- Increased client satisfaction by 16.7% year-over-year (YOY) to achieve a 94.9% overall satisfaction rating.

SALES WINS...

ACME – \$15 Million

ANK Software – \$4.7 Million

HCG – \$4.1 Million

BAE – \$3.4 Million

Jennware – \$2.1 Million

ATI – \$2.0 Million

Peopleware – \$1.2 Million

Smith – \$1.2 Million

HCG Technology Systems, New York, NY

2004 to 2006

A leading provider of cloud contact center software and contact center agent optimizations tools.

REGIONAL SALES MANAGER

Masterminded business-to-business (B2B) sales strategies and operations for the Western United States territory, directing sales resources to promote Call Center Solutions such as SAAS Model, IVR, ACD, Data/Voice Lines, WFM, and Customer Satisfaction Measurement products. Forged, developed, and managed relationships with business partners and enhanced trade show presence and industry-specific vertical workshops.

- Designed and deployed a consulting solution that **realized \$1.8 million in annual revenues.**
- Championed **2 competitive wins valued at \$2+ million each.**
- **Boosted pipeline 28%, \$1.8 million in expected future revenue gains.**

ACME SOFTWARE SYSTEMS, New York, NY

2000 to 2004

Provided business process management software solutions that targeted medical, financial services, and law firms.

VICE PRESIDENT OF SALES OPERATIONS

Led sales in Business Process Management, Enterprise Content Management, and Document Storage Solutions, generating sales of \$6+ million annually. Designed and implemented comprehensive sales strategy incentive programs, prepared quarterly sales forecasts, projected revenue, developed annual and quarterly sales budgets, and mentored team in sales methodologies.

- **Achieved a \$2+ million win, largest sales win in the company's history,** and a \$450,000 opportunity that delivered \$1.8 million in Services revenue.

EARLY CAREER

SALES ACCOUNT MANAGER • SENIOR CLIENT EXECUTIVE

Began career with **HCG** moving through the ranks to Senior Client Executive within 6 years of employment to consistently deliver results against sales quotas of 192%, 167%, 148%, and 353%. Twice named to the Golden Ring and earned the Marketing Excellence Award 6 consecutive years.

Joined **PeopleWare** as the Accounts Sales Manager to deliver sales quotas in excess of 154%, 148%, and 362%. Earned the Western Regional Sales Manager of the Quarter for 5 quarters and achieved Top First-Year Sales Rep by winning a \$6.5 million software sales and \$6 million support sales.

EDUCATION • TRAINING • AFFILIATIONS

Bachelor of Science, Business Administration & Marketing, Jenkins University, New York, NY

Executive Development—Client Executive Development Course, East Side University, Hartford, CT

Professional Affiliations—American Marketing Association, Jenkins Alumni Association