

WILLIAM C. KRANTZ

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EXECUTIVE REGIONAL SALES OPERATIONS

VISION | STRATEGY | PLANNING | EXECUTION | GROWTH

Performance-driven and forward-thinking professional possessing a breadth of expertise in sales operations, large-scale new business development, channel management, product sales, P&L, team management, and market penetration in the sports video and film industry. Broadcast domain expert for live and post-production space adept in managing high-impact strategies that drive growth through the development of sales objectives and goals, operational strategies, and solutions designed to enhance competitiveness, spearhead market growth, increase sales revenue, and achieve net profit yields.

- Global Sales Operations
- Revenue & Profit Growth
- Territory Expansion
- New Business Development
- Key Account Management
- Channel Management
- Product/Brand Positioning
- Process & Service Improvement
- Product Development
- Performance Management
- Asset Management
- Training & Development

PROFESSIONAL EXPERIENCE

Somewhere Technology

Dallas, TX

2005 - Present

SOUTHEAST REGIONAL DIRECTOR OF SALES (6/2013-Present)

Manage and direct all territory development, business development, and sales operations across 18 states, Puerto Rico and Virgin Islands with \$14M+ quota, to include the development and implementation of a sales strategy plan to penetrate vertical markets using both a direct and indirect channel model, and the direct management of 5 territory managers.

- Strategically grew business QoQ by as much as 12% between Q2 2013-Q1 2014.
- Lead and oversee all aspects of brand development within the strategic markets of HOW, Sports, Corporate and Traditional Post Houses; bolstered revenues by over \$3.5M during 2013-2014.
- Partner with senior leadership to identify opportunities for sales process improvements; facilitate successful implementation of new programs ensuring a well-defined, efficient sales process.
- Collaborate with executive team to develop and implement plans for sales operations, processes, and personnel designed to accommodate continuing growth objectives.
- Identify new market opportunities and devise creative strategies to penetrate those markets; establish new sources of revenue and expand existing business relationships to generate additional revenue.
- Devise and implement sales action plans designed to penetrate highly competitive markets and acquire new business accounts; adjust pricing by monitoring costs, competition, and supply and demand.
- Conduct analyses of market trends and competition in order to drive profitable growth through various channels.

NATIONAL SALES MANAGER - Sports & Entertainment (1/2011-6/2013)

Played key role in managing the building and launch of a successful sports vertical division in 2011 that ultimately increased revenue by 135%. Drove all aspects of sales management, brand recognition, and website traffic growth in sports market.

- Delivered sales management, budget control, compensation programs, incentive planning and leadership, while comparing sales results to goals and taking appropriate actions as needed to address change.
- Conducted all aspects of strategic consulting, including business plan for ROI at teams, venues and leagues.
- Created and implemented effective direct sales strategies and led nationwide sales personnel toward the achievement of corporate sales objectives.
- Developed competencies and processes to create an effective and efficient sales organization for vertical market.
- Generated new business opportunities in the sports market for Avid, resellers and systems integrators.

Awarded 100% Club (2011 & 2013)

TERRITORY ACCOUNT MANAGER - Central US Region (4/2009-12/2010)

Managed and led all aspects of account and sales management covering 22 states from Montana to Michigan, and New Mexico to Mississippi. Met with audio and video clients to recommend product and service solutions designed to help customers achieve their objectives; directly and indirectly processed orders; drove over \$2.5M in business per quarter.

- Provided pricing quotations based on negotiated pricing with large key or direct accounts.
- Cultivated strong relationships with all levels of account reps, with a focus on keeping the account timely and up-to-date on any relevant product, services or corporate information.
- Consistently generated new business by developing leads and/or expanding existing accounts.

SALES MANAGER ~ Western US (7/2007-4/2009)

Managed all aspects of sales and marketing for 5 Western States with a combined revenue of \$50M per year.

- Supervised and led 12 top-tier staff in the sales/marketing/technical space of our industry.
- Partnered with EVP level clients to help develop, distribute and manage assets across numerous platforms.

REGIONAL ACCOUNT MANAGER (1/2007-4/2009)

Charged with managing an 11-state \$15M territory located throughout the Southern USA and Hawaii.

- Managed 5 gold premier resellers and 20 secondary level resellers.
- Led all aspects of direct sales to customers as well as through the channel.

CHANNEL MANAGER (7/2005-7/2007)

Partnered with film and television post production facilities in the sale of Avid product lines to local resellers.

Digital Concepts, Inc.

Dallas, TX

1997 - 2005

CENTRAL/WEST REGIONAL SALES MANAGER

Managed and oversaw the creation of new markets for DVD SelectNet, an automated DVD production product by working directly with end-users at film, post production and media companies all over the USA.

- Built and cultivated a pipeline from zero up, while focusing on building a reseller network.
- Participated in product development efforts by suggesting and perfecting features in the application.
- Partnered with marketing to develop branding efforts and drive awareness in the industry.

NORTH AMERICAN VAR MANAGER

Managed responsibility for all value-added resellers across North America engaged in 12 different products at price points from \$599-\$1995 as attachment and free standing sales of non-linear systems.

- Developed new products in collaboration with video editors and owners of post production houses.
- Conducted market research and implemented marketing plans for all aspects of the company including NAB, WEVA, DV EXPO and other trade shows.

EDUCATION

PROJECT MANAGEMENT PROFESSIONAL ~ PMI

MASTER OF BUSINESS ADMINISTRATION ~ FINANCE & ACCOUNTING (2003)

MASTER OF BUSINESS ADMINISTRATION ~ INTERNATIONAL BUSINESS (2001)

BACHELOR OF ARTS ~ COMMUNICATIONS & BROADCAST JOURNALISM (1995)

University of Central Oklahoma