

Drew St. Cloud

Director of Sales

Growing Revenue and Profit

Developing Niche and Emerging Markets

Building Long-Term Profitable Executive Level Relationships

Highly personable, top-producing sales manager with a demonstrated ability to identify, maximize, and win business. Able to create competitive value and increase market share. Strategic thinker who can devise and implement solutions to a wide range of business, sales, and marketing challenges. Adept at driving change and achieving objectives.

Strengths

- Winning corporate contracts and reducing competitive threats by strengthening executive relationships.
- Employing strategic selling system to set and achieve individual and team sales objectives and shorten sales cycles.
- Applying innovative marketing strategies to increase customer acquisition, retention, and penetration.
- Building/developing highly productive, focused teams. Securing recognition/rewards for key contributors.
- Developing/sharing best practices to increase effectiveness, productivity, and customer satisfaction.

Expertise

- Lead Generation
- Needs Assessment
- Customer Relationships
- Breakthrough Accounts
- Strategic Sales Planning
- Solution Selling
- Contract Negotiations
- Territory Management
- Business Development
- Growth Strategies
- Sales Presentations

Career Achievements

- Sales Growth
 - ✓ Increased regional sales from \$18M to \$31M in 12 months in a mature market
 - ✓ Increased regional sales from \$12K to \$3.5M in 24 months in an emerging market
- Sales Performance
 - ✓ Selected 1998 Most Valuable Player at PPC
- Executive Relations
 - ✓ Built executive relationships with Comcast, Time Warner, AT&T Broadband, Charter Communications and Cox Communications

IBC, Denver, CO

1993 – Present

IBC designs and manufactures hardline and drop connectors, traps and filters, and fiber optic products for cable and telephone industries worldwide.

Vice President, Satellite Sales

February 2003 – Present

Charged with leading company's first foray into U.S. satellite television marketplace. Identify and cultivate new business opportunities, business models, and target accounts. Develop strategies/tactics/tools to enter marketplace. Perform needs analysis and determine product solutions.

- ✓ Developed working business plan and forecasted potential business to be \$50M to \$60M annually.
- ✓ Penetrated Dish Network as the first breakthrough account.
- ✓ Pursuing DirecTV and their associated distribution channels as the next strategic account.

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Vice President of Regional Sales, Central/Western U.S.

2001 – 2003

Directed the sales activities for the \$31M central/western U.S. territory (Mississippi to Hawaii). Developed strategy, supervised team/individual sales performance, and managed operations. Led and mentored a team of 6, focusing on maximizing performance through training, motivation, and effective application of Sandler's Selling System. Tasked with increasing revenue and holding profit margins in a declining economy.

- ✓ Grew regional sales by 72% from \$18M to \$31M in 12 months.
- ✓ Re-captured Comcast (account lost under predecessor) cable system rebuild in the San Francisco/Bay Area market, resulting in a breakthrough contract worth \$9M over two years. Penetrated new accounts for an additional \$3M in incremental revenue, bringing in a total of \$12M.
- ✓ Developed strong executive relationships with Comcast and Time Warner, establishing long-term contracts and preventing competitive threats.
- ✓ Coached sales staff, set strategic objectives, tactical implementations, and priorities for the sales staff. Used debriefing techniques to understand wins and losses. Helped sales reps close deals when required.

Director of National Accounts

1999 – 2001

Promoted to this high-profile sales/new business development/account management position aimed at protecting key accounts from competitive threats and increasing account share through open communications, building trust, offering unique value/pricing propositions, and compelling solutions to customer problems. Collaborated with sales management/team to orchestrate strategic account plans.

- ✓ Penetrated the corporate offices of Time Warner, AT&T Broadband, Comcast, Charter Communications and Cox Communications. Worked with senior executives, vice presidents and directors of engineering and procurement.
- ✓ Devised regular visits and conferences to gain new/future product acceptance and approvals and allow accounts to do resource planning and demand forecasting.
- ✓ Consistently achieved objectives and attained sales revenue goals.

Sales Representative, Northern CA and NYC Metro

1993 – 1999

Managed the new Northwestern U.S. territory.

- ✓ Increased sales revenues from \$12K/year to \$3.5M/year within two years.
- ✓ Influenced product development and introduction of new product resulting in \$1.5M in annual sales.
- ✓ Selected 1998 Most Valuable Player by consistently exceeded sales revenue goals.

TVC, Hershey, PA

Sales Representative

1987 – 1993

Entry level sales position with a regional distribution company in the cable television market. Called on cable television operators in a four state territory (NY, NJ, PA, OH), selling satellite equipment, fiber optics, and electronics. Opened new key accounts and exceeded established sales quotas.

Education and Professional Development

National Account Executive Program, Columbia University Graduate School of Business, NY 2000

B.S. Business and Economics, West Virginia University, Morgantown, WV 1987