

Drew St. Cloud

Objective I am seeking to utilize my strong sales management and selling skills to assist an organization in reducing their sales cycles, increasing profitability, closing more business, and developing effective sales staffs.

Experience Current IBC Denver, CO
VP of Satellite Sales

- Currently developing strategies for sales in a new marketplace
- Spear heading new product development
- Responsible for all sales in the United States. Working to identify and/ or creation of distribution channels

2001-2003 IBC Denver, CO
VP of Regional Sales Central/Western US

- Increased regional sales from \$18 million to \$31 million in a one year period.
- Managed 6 sales representatives in 20 Western states.
- Developed and negotiated regional contracts with divisional Vice Presidents that had resulted in additional twelve million dollars in revenue annually..

1999–2001 IBC Berkeley Heights, NJ
Director of National Accounts

- Worked with at the corporate offices of Time Warner, AT&T Broadband, Comcast, Charter Communications and Cox Communications. Key responsibilities were to develop key relationships with VP of Engineering, Directors of Engineering, and VP of Procurement at corporate levels. I developed and structured corporate contracts, pricing strategies, developed and coordinated strategies with sales and sales management
- Gained approval of new products at all corporate offices
- Consistently achieved objectives and attained sales revenue goals.

1993-1999 IBC Northern California/New York City Metro
Sales Representative

- Developed new territory Northwestern US for company in 1993. In two years, I increased sales revenues from \$12,000/ year to \$3,500,000/year.
- Instrumental in the development of a new product which resulted in annual sales of \$ 1,500,000
- Selected MVP of the company in 1998
- Consistently achieved and exceeded sales revenue goals.

1987-1993

TVC

Hershey, PA

Sales Representative

- 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, Ohio, Penna., NJ. Technical sales, sold satellite equipment, fiber optics, and electronics

Education

1983-1987

West Virginia University

Morgantown, WV

- B.S., College of Business and Economics
- Dean's List

2000

Columbia University Graduate School of Business NY

Executive Education Program

Interests

Running, Skiing, Reading, Fitness.

References

On request.