

Board Member

Janice Smethers

City, State
000-000-0000
email@email.com

Core Competencies

- Solution Selling
- Communication
- Team Leadership
- Strategic Planning
- Product Education
- Research & Analysis
- Resource Allocation
- Project Management
- Relationship Building
- Process Improvements
- Territory Management
- Operational Excellence
- Revenue Enhancement
- Competitive Intelligence
- Customer & Staff Relations

Community Involvement

- **Elected Associate Board Member** – National Indian Gaming Association
- **Organizations** – Professional Women's Association and International Women's Association
- **Volunteer** – Make a Wish Foundation, Ronald McDonald House, Las Vegas Rescue Mission
- **Sponsorships** – World Vision and Hand of Hope

Activities

- **St. James Pilgrimage** – Camino de Santiago; 500-mile walk.
- **Belize Mission** – Volunteered to help build houses and make improvements to local schools.

Technological Proficiencies

- Microsoft Office Suite
- SalesForce.com
- HubSpot

Summary

Accomplished business development leader offering over 16 years of experience driving revenue through building and maintaining client relationships. Creative and dynamic marketer with proven expertise in consistently penetrating new markets to ensure sustainable revenue growth. Leverages exemplary communication and in-person meetings to establish a presence and build a positive brand while fostering continuous client engagement. Adept at working effectively to achieve goals both as a cross-functional team member and individual contributor.

Professional Experience

Vice President of Business Development

2012 - 2014

Google

Served as a key member of the executive team charged with formulating strategic direction and devising business development initiatives consistent with the overall strategy. Traveled nationally to identify new business opportunities and effectively managed a territory spanning across the United States and Canada. Researched and adapted to regulations including State and Tribal entities. Planned and executed marketing strategies and events including trade shows and conferences with over thousands of participants.

- Strategically managed revenue generation endeavors, including the development of forecasts, divisional pipeline strategies, and quarterly shareholder reports.
- Built and managed a business development team to enhance and refine customer relationships and satisfaction.
- Collaborated with advertising company to rebrand website, marketing materials and sales strategy resulting in increased brand awareness and sales.

Business Development Representative

2007 - 2011

Medtronic

Generated new sales opportunities by developing relationships with new and existing clients through individualized account management. Managed a region comprised of 53 tribal nations, four state gaming agencies and four gaming organizations throughout a 7-state territory. Forecasted and reviewed existing client contracts and created comprehensive reports for each target region on a quarterly and annual basis.

- Monitored monthly, quarterly and annual travel expenditures in an effort to control company costs.
- Conducted research that placed emphasis on rules and current regulations of State and Tribal entities.
- Represented the company at regional conferences and trade shows.

Business Development Support Representative

1998 - 2007

US Oil

Regularly researched and created new sales opportunities in order to maintain a solid client pipeline and database. Coordinated cross-functionally to facilitate client relationships and complete special projects. Elected to the National Indian Gaming Association (NIGA) as an Associate Board Member. Developed tribal relationships, researched and built client contacts by attending conferences and trade shows within tribal territories.

- Propelled revenue by evaluating market and identifying new prospects.
- Leveraged finely honed communication and negotiations skills to foster new relationships.
- Tasked with generating new product sales with existing client base.

Earlier Experience

1990 - 1998

School Board Member Resume

SA Adler



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