

# Melanie L. DeSousa

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## CAREER PROFILE

*Experienced Sales Executive with proven success in a variety of industries. My entrepreneurial and innovative spirit has allowed me to achieve career growth, along with my understanding of market trends to grow and expand products and services. Looking to utilize my background in sales and business development with a respected organization that rewards hard work and innovation.*

## AREAS OF STRENGTH AND EXPERTISE

- **Business Development**
- **Team Management & Effectiveness**
- **Process Implementation**
- **B2B C-level sales Methodologies**
- **P&L Statements**
- **Strategic Event Planning**
- **Business Analysis**
- **Hunter Mentality**

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## PROFESSIONAL EXPERIENCE

**Frontline Corporation, Los Gatos, CA**

2008 – Present

*Director of National Accounts*

- Blend of consultative and transactional sales of lead generation and marketing services solutions
- Train, mentor, and shadow sales team members, including appointment setting, outbound cold calling, prospecting and negotiating high level sales contracts with new and existing national accounts
- 150+ cold calls weekly, 10-15 live appointments with account executives using a metric-based consultative sales methodology, resulting in over \$3MM in sales for 2009
- B2B sales to Fortune 500 companies in a National Account Executive role, clients included: AT&T, Equifax, Nokia Siemens Networks, Cisco and Cisco WebEx
- Penetrate multiple levels of organizations by creating and mapping out organizational company profiles, demos of NetLine products and presentations of other NetLine resources to increase a company's ROI
- Travel as needed up to 50% of the time, within the southeast territory to meet with key stakeholders
- Closed sales of over \$250k for two consecutive quarters, the highest in company history

**Advanced Orthopedics, Inc., Morgan Hill, CA**

2001 – 2008

*Director of Sales*

- Consultative sales of orthopedic soft goods and solutions to the health care sectors, including: hospitals, 3<sup>rd</sup> party organizations, semi-conductor companies, Department of Defense, Department of Homeland Security, U.S. Marine Corp., U.S. Navy and U.S. Army
- Met with key internal and external decision makers to conduct P&L analysis and ROI projections, resulting in the tailoring of costs, equipment and product feasibility to fit the needs of the business
- Exceeded personal yearly quota of \$1.0M by \$120%, and generated a total annual sales revenue of \$1.2MM, with \$800k sold to the U.S. Department of Defense in 2007
- Trained, mentored, and shadowed sales team members, with innovative sales techniques
- Managed top to bottom revenue goals, responsible for team's P&L, impacting top line growth, driving profit margins and conducting cost-benefit analysis
- Achieved a 131% quota rate in 2007, one of the highest in company history
- Handled all vendor relationships for the sales department, including negotiating all company contracts

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**ArbiCloud, Inc.**, Sunnyvale, CA

2000 – 2001

*Senior Account Manager*

- Prospecting, cold-calling and new business development utilizing a consultative sales approach and then tailoring solutions for a profitable client partnership
- Penetrated multiple levels of organizations by creating and mapping out organizational company profiles and site architectures
- Exceeded all quarterly revenue quotas, having the highest quarter at 146%
- Proposed and implemented a process designed to sell the top 5 Loudcloud products and services, which differentiated the product and increased revenue in an extremely saturated market
- Tracked and resolved all key customer issues, increasing customer retention for the accounts from 95% to 100%
- Performed quantitative and qualitative analysis of market trends and analyzing these trends to execute a strategic sales campaign.

**Synergy** (*a Nortel Networks Company*) San Jose, CA

1997 – 2000

*Manager of Sales Development (1998 – 2000)*

- Recruited, hired and trained a team of 12 direct reports and 75 District Sales Managers throughout the U.S., Canada, Puerto Rico, Mexico and South America
- Responsible for over 500 qualified leads per quarter and substantiating the lead pipeline with over 70 global and telecommunication leads
- Managed all vendor relationships, lead pipeline and direct sales campaigns
- Analyzed sales forecast data and presented the information to key decision makers

*Sr. Sales Development Representative/Team Leader (1997 – 1998)*

- Managed lead generation campaigns to exceed 150 qualified opportunities within the organization, as well as managing all lead generation activities, such as seminars, executive breakfasts and technical briefings
- Led all roll-out strategic implementation programs to multiple C-level decision makers, and penetrated accounts through sharing partner programs, demonstrations, referrals, prospecting and other business development activities
- Utilized network of contacts within the telecommunications industry to introduce new and innovative products to businesses and commercial customers within the Central Region of San Jose
- Exceeded quota of 45 leads per quarter by 10% each consecutive quarter

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## OTHER SKILLS AND QUALIFICATIONS

- Proficient in MS Office (Word, Excel, PowerPoint, Access, Outlook, Salesforce.com, Siebel CRM)
- Philanthropic activities: Active volunteer with Second Harvest Food Bank
- Soft skills: Self-starter, ability to work independently or with a team, and go out of my comfort zone to build relationships

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## EDUCATION

**San Jose City College**, San Jose, CA

1991 - 1993

*A.A. Degree in Communications with an emphasis in Public Relations and General Education*