

# CHERYL WERNKE

Las Vegas, NV 89130

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Forward-thinking Sales Manager equipped with skills to drive consistent growth and maximize company profits. Cultivates strong and loyal partnerships with a variety of businesses to sustain and grow revenue. Born connector and persuasive communicator and negotiator.

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## EXPERIENCE

**Oct 2000 – Sept 2020**

**Regional Senior Corporate Sales Manager/ Project Manager**

**Wessco International**, Los Angeles, CA / Las Vegas, NV

- Responsible soliciting sales to large domestic hotel brands, global luxury corporate hotel brands & retail markets
- Closed sales through strong client rapport & expert product knowledge in which I exceeded my goals consistently
- Design, R&D, sourcing, & manufacturing in-room, retail & custom products globally, calculated all costs from raw materials through development as well as delivered pricing
- Sold CPG goods domestically & internationally based on licensing parameters, name brand & generic
- Negotiated client & vendor contracts
- Responsible for annual forecasts, operating budgets, tradeshow & travel expense for sales managers
- Managed Las Vegas office, hired, trained and supervised sales staff
- Established sales metrics for lead response after tradeshow & revenue metrics, submitted end of year P&L statements

## Education

- **1993 University of Nevada, Las Vegas, NV**  
Bachelor of Science, Hotel Administration
- **1990 Ecole Hoteliere de Lausanne, Switzerland**  
Regional Foods, Wines and Travel, Summer Program
- **1998 Santa Barbara City College, CA**  
Two-year Certificate, Hotel, Restaurant & Culinary Management

## Skills

- Rapport and Relationship Building
- Leadership and Teamwork
- Financial records analysis
- Computer Literate
- Communicator and Listener
- Strong Work Ethic
- Emotional Intelligence
- Analytical Problem Solver

## References

Available upon request