

❖ TOM VENAFRO

Experienced, Success Driven Sales Leader

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FULL SALES CYCLE | ACCOUNT MANAGEMENT | BUSINESS DEVELOPMENT

Deeply qualified and successful sales executive with demonstrated track record of success in prospecting, negotiation, territory penetration, large account management and closing multimillion-dollar sales deals. Actively listen and use consultative selling skills to meet customers unique needs and ensure complete customer satisfaction. Ambitious and energetic self-starter, able to balance individual contributions while providing structure, motivation and coaching to build sales teams that exceed goals and deliver results.

HIGH POWERED RESULTS

SALES	❖ Ranked 4 th nationally in volume, revenue and profit margin
	❖ Landed multi-million-dollar deal with Fortune 50 Company
LEADERSHIP	❖ Built high-performing team where each rep sold \$350,000 - \$1,000,000 in NEW business
	❖ Sold 23 KSUs into 300 stores for major retailer and negotiated price increase of 5%
RELATIONSHIPS	❖ Respected thought leader asked to serve on multiple boards and committees

PROFESSIONAL EXPERIENCE

PROOFPOINT, Pittsburgh, PA

2019-2020

Corporate Sales Account Executive

Drove the entire sales process from start to finish including prospecting, opportunity identification, introductory meetings, product demonstration, customer Q&A, as well as negotiation and closing for clients.

- Built relationships with C-level executives across industries.
- Consistently researched and prospected within assigned territory to identify and build relationships with new potential customers in the Commercial segment
- Continuous learner maintaining current knowledge of fluid, and evolving Cybersecurity industry.
- Provided critical updates and strategic account planning via 1-1 and team meetings, forecasting and reporting.

SOURCE DIRECT CONSTRUCTION IMPORTS, Phoenix, AZ

2019

National Sales Manager

Managed sales team and served as Source Directs outside sales representative. Point of contact for all Top 100 and Enterprise Clients. Built long-lasting customer relationships with Hospitality Brands, Ownership Groups, Designers, Architects, Purchase Companies, General Contractors and Management Companies.

- Planned, crafted, and delivered training, weekly meetings, and business presentations.
- Led and motivated **6-person** sales team to reach weekly goals of **6 Model Room** projects and **18 Base Contract** projects a week.
- Hit sales targets achieving goal of **110** Base Contracts and **80** Model Room Contracts a year to reach annual goal of **\$17,500,000**. Average Base Contract **\$350,000**.
- Generated leads by attending networking events and tradeshow such as the Hospitality Design Expo and the International Builders Show.
- Developed and hosted Lunch and Learn events to educate prospects and clients.
- Voted onto the NEWH Arizona Chapter Board of Directors due to relationships built and reputation.

NATIONAL CHIMNEY, NATURAL LIGHT ENERGY SYSTEMS, Phoenix, AZ

2016-2019

Director of Sales and Marketing

Key member of leadership team maintaining and improving performance in all areas. Cultivated strong relationships with Distributors, Contractors, Chimney Service Professionals and acted as Point of Contact for all Retail Home Centers such as Home Depot, Menards, Friedman's Home Improvement, and Do It Best Hardware Stores. Managed project timelines, production schedules, and activities.

- Assessed and mobilized quality and productivity across **10 business(es) models** and **5 brands**.
- Won the company a **multi-million-dollar** Menards Sales Agreement during a Skylight Open-To-Buy Line Review. Sold in **23 SKU's** in over **300** Menards stores nationwide.
- Built and motivated Regional Sales Reps to achieve goals of **\$350,000 - \$1,000,000** each in NEW business.
- Managed customer service representatives at all **8** locations growing weekly call volume from **200 – 900**, resulting in an increase of vendor product sales.
- Reported weekly on sales team progress and recommended business insights and process improvements.
- Sat on the Board of Directors and Committees for multiple industry associations.
- Attended business development events, tradeshow and sponsorships, to stay in front of key clients.
- Maintained and managed sales campaign efforts of **5 different brands**.
- Trainer and keynote speaker at contractor events, sales seminars, large meetings and conferences that customers could receive CEU's (Continuing Education Units) for attending.

EN-ROUTE COMPUTER SOLUTIONS (FAA TECH CENTER), EGG HARBOR TWP, NJ

2016

Program Analyst, National Adaptation Team (contract)

Key project and program support for National Adaptation and Field Automation Team. Updated documentation and resources in knowledgebase. Created and disseminated weekly / monthly business metrics reports.

- Orchestrated schedules for **20** team members and controlled project budgets.
- Conserved program risk, through monitored status, cost, schedules, and critical path analytics.
- Planned and coordinated quarterly Project Operations Field Managers Forums with competing schedules.

PEPSICO, Erie County, PA

2013-2016

Account Sales Manager

Successfully sold Marketplace Value Program Contracts to urban accounts in the Erie County territory.

- Ranked **4th** nationally for increasing profit margin.
- Visited and managed **20-25** accounts a day, penetrating the market resulting and closing **70 +** accounts.
- Sold displays and product space into accounts providing advantage on competition in the marketplace.

EDUCATION & CERTIFICATION**MASTER OF BUSINESS ADMINISTRATION**

GRAND CANYON UNIVERSITY, PHOENIX, AZ

BACHELOR OF SCIENCE, Business Administration/Marketing

SLIPPERY ROCK UNIVERSITY, SLIPPERY ROCK, PA

KAIZEN | LEAN SIX SIGMA | FORKLIFT | OSHA 10-HOUR

HONORED MEMBERSHIPS

ARIZONA HPBA, BOARD MEMBER | SWEEP AWAY CANCER, COMMITTEE MEMBER

ARIZONA ROOFING CONTRACTOR ASSOCIATION, BOARD MEMBER