

# JEFFREY S. BROOKS

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## DIRECTOR / MANAGER – BUSINESS DEVELOPMENT

### **Growth Strategy / New Product Development / Consultative Sales / B2B / Account Management Customer Relations / Global Sales / Key Accounts / Strategic Partnerships / Emerging Markets**

As a highly organized and accomplished professional, I have a continuing record of achievements generating new revenues and improving margin and bottom-line results in very competitive environments. I consistently implemented winning sales and business development strategies to secure new business and maintain existing business, while developing strong, sustainable customer relationships. Further competencies include:

- Identifying and capitalizing new business/market opportunities**
- Crafting business development strategies to fit changing markets**
- Gaining a competitive edge through sales and operational excellence**
- Exceeding sales quotas and meeting customer challenges**
- Launching new, innovative product solutions to generate revenue growth**

Associates describe me as a persistent, solutions-driven professional with exceptional relationship building and communications skills. I am known for my ability to effectively position products to key, targeted customers in order to meet their needs while growing revenues and profits.

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### **SELECTED ACCOMPLISHMENT AT Anthony**

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**Top salesperson in Target Account sales every year.** Anthony identified select Target accounts to accomplish each year. These targets would range from changing account specification, adding another line within an account, to gaining a specified account. Each year I was able to be at the top of bonus earnings from Target accounts.

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### **SELECTED ACCOMPLISHMENTS AT ElectraLED**

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**Launched new products, growing sales from \$1.4M to \$6M+ in two years.** As linear LED products became commoditized, need arose to develop customized products for display case manufacturers. By identifying two large potential customers and partnering with engineering we developed two proprietary linear products. Sales expanded 150%+ with an improved margin in the first year, with another 150%+ improvement projected for 2013.

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### **CAREER OVERVIEW**

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**Business Development Manager, USA & Canada,** Energy Door Company 2018 to current. Develop and maintain the sales and specification of products at retail national accounts in the USA and Canada. Accountable for reaching sales goals, maintaining customer relationships, and representing Energy Door Company in a highly professional manner. Responsible for identifying and capitalizing on new business and/or market opportunities. Managing all sales activity of Energy Door products to assigned accounts, monthly forecasting and meeting monthly annual operating plan. Work with project and customer assistance group teams to ensure delivery of all commitments to the customer.

**National Accounts Manager, Eastern USA & Canada,** Anthony Incorporated. (\$240M glass refrigeration display manufacturer) – 2014 to 2018. Establish develop and maintain the sales and specification of products at all national accounts that are east of the Mississippi river and all of Canada, and other specific target accounts. Accountable for reaching sales goals, maintaining customer relationships, and representing Anthony in a highly professional manner. Responsible for identifying and capitalizing on new business and/or market opportunities. Managing all sales activity of Anthony products to assigned accounts, monthly forecasting and meeting monthly annual operating plan. Work with project and customer assistance group teams to ensure delivery of all commitments to the customer.

**Director of New Business Development,** ElectraLED (\$23M manufacturer/distributor of LED lighting products) – 2001 to 2014. Establish target markets and present lighting packages and customized programs on a national level to CEOs and R&D Specialists, while keeping profitability maximized. Utilize consultative sales and relationship building to expand existing contacts. Worked with Engineering to expand product lines and create proprietary products for exclusive partners. Created customer service standards for each customer and trained support staff in those standards. Manage marketing and customer service personnel as well as independent contractors.