ALFRED PAGAN

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VP / DIRECTOR - SALES & MARKETING

Growth Strategies / Business Development / Consultative Selling / Market Analysis & Penetration / CRM Launches / Technology / Partnerships / Business, Marketing & Sales Plans / Performance Management

An award-winning individual and team-leading top producer, I have consistently increased revenues and exceeded sales quotas in industries where solution selling and value building are essential. By revitalizing sales teams and enhancing closing techniques, I have increased share, improved territory performance and established long-term, profitable client relationships. A quick study with a can-do attitude, I can immediately contribute by:

- ❒ **Aligning solutions with customer expectations to deliver value**
- ❒ **Designing unique approaches and strategies to increase sales**
- ❒ **Establishing strong relationships to acquire and retain key accounts**
- ❒ **Driving sales and maximizing competitive advantage in challenging markets**
- ❒ **Recruiting, training and motivating high-performance sales teams**

I have consistently been a builder of team spirit with a personal goal of developing short-term relationships into long-term partnerships. I earned a **BA** in Business Management/Marketing from Bernard Baruch College.

SELECTED ACCOMPLISHMENTS

Reversed 25% market share decline with 30% growth. Region had lost 25% of its market share, Recognized opportunity to saturate market place with various products, sampling, promotional pieces, advertising, mailings and workshops/seminars. Launched marketing campaign emphasizing brand name, image, along with being only American-owned company in publishing industry. Ensuing growth generated 15% of the company profits.

Devised and executed targeted marketing strategy, increasing sales 18%. McGraw-Hill regional market share/growth were both declining due to lack of new product penetration. Created and implemented market plan that consisted of hotel based workshops, seminars and product presentations. Matched product to market needs. Bundled packaging and established discount pricing. Increased product awareness, knowledge, need and use.

Penetrated new market, generating $5M in sales. Harcourt Brace sales growth was stagnant in the tri-state area. Researched market and determined potential product need in inner-city school districts. Met with various district-level coordinators, supervisors and decision makers. Secured district-wide Adoptions in reading, math and science.

Grew sales $6M introducing and promoting new product-line. Santillana region needed to grow. Recognized opportunity to present and push new product line. Trained sales reps on product awareness/knowledge and sales strategies in positioning Bilingual and ESL educational materials. Secured major sales adoption throughout region.

Quickly closed initial deals for training services startup. ASAP Educational Services offered professional and staff development training to school districts. Met with Superintendents, Deputy Superintendents and District Coordinators to discuss value-add provided by training services. Closed sales in Chicago, NYC and Philadelphia.

Training and results-based compensation propels 80% of reps to exceed goal. Regional market share and sales were down. Created/led training focusing on successful sales techniques, daily planning, product knowledge and territory management. Added goal-driven incentives to compensation. Ten of 13 reps exceeded goal.

CAREER HISTORY

Regional Vice President, McGraw-Hill, 2001-2011. Maintained company budgeted ROI. Collaborated with internal constituents in identifying focus groups, market trends/needs and product/professional development. Created and led sales workshops to increase product knowledge, awareness, prospecting and opportunities. Established relationships with all level decision makers and potential buyers. Managed $50M budget and 16 staff.

Educational Advisor/Consultant, Harcourt Brace, 1999-2000. Conducted market research and analysis to determine new market and product opportunities. Created and executed sales and marketing plans.

NE/MA/MW Director of Sales, Santillana USA Publishing, 1995-1999. Managed F/T and independent sales reps. Promoted product awareness and sales strategies in positioning Bilingual and ESL educational materials.

Earlier: GM, ASAP Educational Services; Director of Int'l Sales, FutureGraph Software; District Manager, Modern Curriculum Press; Sr. Sales Rep., Science Research Associates; Asst Treasurer/AVP, Bankers Trust.

Personal Interests: I enjoy football, baseball, and bowling and I am an all-around Mr. Fix-It.

Image Source: spicylab.net