



(616) 485-6764



scott39smith@hotmail.com



Grand Rapids, MI



MeetScottSmith.com



LinkedIn.com/in/-Scott-Smith-

EDUCATION

Bachelor of Science

Business Administration
Ferris State University
Big Rapids, MI
May 2000

GPA: 3.96
FSU Honors Program
Highest Distinction

EXPERTISE

- CTS Exam – June 2023
- Avixa Recognized AV Technologist
- D-Tools AV
- Scoro AV
- Oracle Database Management
- Sage CRM
- Salesforce CRM
- Capsule CRM

SCOTT SMITH

NATIONAL BUSINESS DEVELOPMENT

CAREER SUMMARY

Experienced, results-oriented account executive and relationship builder that consistently exceeds sales quotas and business objectives. Quickly builds rapport and trust with customers across the organizational spectrum. Excellent communication skills, focused and disciplined, committed to providing the highest level of service. Independent and top 10% proven performer uniquely skilled at combining active listening and consultative sales methodology to provide outstanding customer experience.

WORK EXPERIENCE

Senior Technology Consultant – New Business Development / CS Erickson

Grand Rapids, MI / August 2021 – Present

Senior level New Business Development position with the CS Erickson Technology/Pro AV division. Primary responsibility is to identify and engage new prospects within Corporate, Medical and Retail verticals. Responsible for creating, building, and maintaining profitable relationships with direct end-user customers. Mentor to new sales representatives to ensure ramp up success while establishing new and growing metrics and KPIs for entire AV sales team.

- Top performing sales representative establishing new company record with \$2.5M in sales 2022.
- Forecasted to exceed over \$3M in sales for 2023, surpassing previous company record.
- Company representative for top grossing accounts including Spectrum Health, Amway, Gerald R Ford Airport, Steelcase, Acrisure, and SpartanNash.

National Business Development Manager / Harman – A Samsung Company

Grand Rapids, MI / October 2019 – July 2020

Senior level sales position within the Harman Professional Solutions division. Primary objective is to proactively prospect, identify and engage new AV integrators and end users within the Retail, Restaurant, Hotel, Fitness and Casino markets. Responsible for creating and delivering sales presentations to all new prospects within defined sales territory.

- Harman representative for seven-state territory and Eastern Canada. Territory projected at \$55M in sales for 2020.
- Within 4 months of hire date, established profitable partnerships with two new AV integrators.
- Exceeded sales targets and achieved sales bonus for Q4 2019 and Q1 2020.



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SKILLS

- Account Executive
- Key Account Management
- Business Builder
- Territory Growth
- Client Retention
- Customer Focused
- Contract Negotiation

ACHIEVEMENTS

Rookie of the Year

Promotion Technology Group
2017

Dynamic Sales Training

Las Vegas, NV
2012 and 2014

Spartan Race Endurance Athlete

VT Ultra Beast Top Finisher 2016

WORK EXPERIENCE (continued)

National Business Development Manager / Contacta, Inc.

Holland, MI / February 2018 - October 2019

Senior level sales position with primary objective to increase company revenue, identify new business partnerships, grow existing dealer network and penetrate new markets. Leader of the sales team and company representative for all external sales presentations and product trainings. Responsible for creating, building and maintaining profitable business relationships with direct customers, integrators and advocates.

- Created new Sales and Marketing plan for remainder of 2018 resulting in a 17% increase in revenue and record sales for the company.
- Generated several new high-profile opportunities for local dealers including Chase Bank, NASA Kennedy Space Center, Walmart, Morgan's Wonderland, AT&T and the Museum at the Statue of Liberty.
- Company representative at all industry tradeshow including ISE-Amsterdam, InfoComm, Hearing Loss Association of American and the American Academy of Audiology.

National Business Development Manager / Promotion Technology Group

Wixom, MI / January 2017 - February 2018

New business development and strategic account management of existing client base and for large enterprise accounts throughout the United States. Identify, develop and maintain strong customer relationships at multiple levels within the account, including C-level executives. Collaborate with the engineering and marketing teams to provide custom AV solutions and gain new business.

- Within 6 months of hire date, introduced new products and services into our 3 largest national accounts resulting in an additional \$460,000 in revenue for Q3 2017.
- Company representative for our top grossing accounts including Target Corporation, Kohls, Best Buy, Fidelity Investment Centers, Structure Tone Inc, Ascena Retail Group and MidiCi Restaurant Partners.

Key Account Manager / Mood Media Corporation

Grand Rapids, MI / June 2009 - January 2017

Responsible for a five-state territory (MI, OH, IN, IL, PA) covering more than 70 of the top revenue generating, strategic accounts for the corporation. Verticals include a variety of retailers, restaurants, financial, healthcare, insurance and hospitality. Proactively deliver product and service solutions by creating sales proposals and presentations, leading contract negotiations, and providing overall account management to ensure long term, profitable customer relationships.

- Top 10% Producer in Account Management and consistently promoted since initial hire in 2009. Responsible for more than 2,600 client locations representing more than \$300,000 recurring monthly revenue.
- Collaboratively worked with inside direct sales team to achieve 25% increase of product per targeted customer while improving client retention 3% annually.
- Strengthened customer relationships by initiating new approaches and practices later adopted by the company (Pandora for Business White Glove service) resulting in increased customer sales and satisfaction.