

HELEN DART

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BUSINESS DEVELOPMENT / SALES & ACCOUNT MANAGEMENT

- Virtual Team Coordination | B2B Sales & Communications

Nine years' experience with industry leaders expanding customer base, developing new business, managing relationships, driving revenue growth, and identifying and capitalizing on emerging market opportunities.

Repeatedly recruited for high-profile missions: repair of vital relationships and development and launch of new business division.

Sought-after "Account Fixer" – repairing lackluster accounts to deliver multi-million dollar profits, partnerships, and relationships

Personal Leadership Style:

Quiet confidence powered by willingness to take on any challenge, ability to get things done, and a belief that success is a choice.

Strengths in consultative selling skills, writing and communicating to internal and external clients including C-level executives. Graduate of IBM's Global Sales School. B.A. in Communication. Available for travel and relocation.

IBM CORPORATION, San Diego, CA

4/2008 to Present

IBM Senior Client Executive (promoted 7/2010 from IBM Client Executive)

Recruited to manage the overall relationship between IBM and its clients. Assumed leadership role as single point of contact for all aspects of IBM, covering IBM Global Services, Software Group, and Hardware Solutions. Coordinate virtual teams of up to 70 people daily across the U.S., India, Latin America.

New Sales Development

- ▶ **Boosted sales pipeline from \$1.5M to \$8M+ in 3 months** by implementing creative ROI-generating activities such as the Women's Executive Spa Day.

Goal Achievement

- ▶ **Delivered 10 new, first-time IBM Global Services customers that resulted in long term signings for highly competitive accounts.**
- ▶ **Exceeded revenue, profit, and signings goals each year - 115% and 130% respectively:**
 - Closed largest signings deal in the invest territory for \$16M in Q2 2010.
 - Increased territory revenue by 20% in 2009 and 2010 and improved sales by 75% in competitive account set.

Honors

- ▶ Nominated for IBM/Harvard Leadership course. Recognized by IBM as one of this year's top contributors. Received Bravo Sales Award and max. number of Thank You Awards. Received Regional Sales Rep of the Quarter in Q4 2008

INGRAM MICRO, Santa Ana, CA

1/2004 to 4/2008

Partner Program Manager, Services Division (1/2005 to 4/2008)

Promoted by supervisor to move company from product distribution into IT service distribution and delivery. Developed and managed business plans, proposals, pricing models, contracts, and other documents supporting key assigned accounts. Collaborated with services sales management team on program development for key accounts. Engaged in new business development opportunities, following customers' outsource program process.

New Business Unit/Division Launch

- ▶ **Launched groundbreaking new business unit and division** as member of 3-person team tasked with qualifying service market opportunity and building the supporting business unit:
 - Contributed market research, modeling and analysis, customer feedback, and marketing expertise pivotal in developing new business model resulting in significant incremental revenue streams, profits, and new markets.

- Co-developed industry-leading web portal (Ingram Micro Seismic Success Support Portal), providing exclusive training knowledge in support of conversion from unpredictable service revenue streams to recurring, budgeted revenue streams. Results: acquisition of new partners based on best-of-class team and support.

Marketing Manager (1/2004 to 1/2005)

Recruited into Channel Development division to repair and manage large services partnership with IBM Global Services.

IBM Global Services Partnership

- ▶ **Repaired vital and complex relationship - groundbreaking strategic partnership of importance to both companies and the industry, securing first deal within 3 months of tenure** (contrasted by predecessor's year-long unsuccessful attempts):
 - Overcame bureaucracy, corporate culture-related issues, and deep-seated misunderstanding of the relationship's value to each party.
 - Given full operational and creative control; interpreted strategic vision and communicated its benefits to both IBM and Ingram's customers using sales savvy, communication, marketing, and relationship building efforts to achieve success.
 - **Results: First of its kind partnership within the IT distribution business with solid, residual revenues and profit for 3+ years.**

THE LAMBESIS AGENCY, Carlsbad, CA

1-6/2003

Account Planner

Brought on board to support Executive Research & Strategic Planning Director with custom research projects while collaborating closely with clients and account teams.

GATEWAY COMPUTERS, INC., Poway, CA

11/ 2001 to 12/2003

Project Consultant (8-12/2003); Project Coordinator, Web Design Team (11/2001 to 1/2003)

Rehired by former employer for 3-month project following acceptance of 5-month project with The Lambesis Agency for family/geographical reasons. Emphasis on managing promotions, mini-sites, and product launch projects while monitoring team workloads and ensuring meeting of due dates. Achievements from both positions include:

Workflow Streamlining

- ▶ **Increased productivity through more effective workflow streams** amidst team overwhelm related to rebrand and relaunch of then new Gateway.com website. Also increased client satisfaction regarding web design projects.

Award

- ▶ Received Spotlight Award for aggressively managing promotions process and effectively communicating with team.

EDUCATION

SAN DIEGO STATE UNIVERSITY, San Diego, CA — **B.A. in Communication, 2001**

Major: Advertising and Consumer Marketing

Employer Quotes:

"I wish I could clone Helen. If she leaves, she'll cripple my team."

(Roger Southwell, Territory Sales Director (direct supervisor))

"Helen is unique: she maintains relationships, understands the business goals, all while making friends. You just can't find someone like her."

(Gina Ayala-Claxton, Territory Services Leader, IBM Global Services)

"Without Helen, Ingram Micro would not be in the IT service distribution business today."

(Justin Crotty, North America VP of Services (former supervisor))

