

PROFILE OF LESLIE SHERIDAN

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Summary: *Seasoned sales and marketing professional with keen intuition, creative panache, a knack for producing results, and demonstrated ability to sell products/services.*

SALES EXPERIENCE:

- Secured business and fostered relationships with key accounts, including: *Allied Van Lines, Allstate, American National Can Company, Budget Rent A Car, Cargill, Carlson Companies, City of St. Paul, Deluxe Corporation, First Bank System, Ford Motor Company, Northwest Airlines, Norwest Corporation, U.S. West Communications, and Zenith Electronics Corporation.*
- Brokered the services of *The Alexander & Alexander Consulting Group* to corporate executives nationally, *garnering sales in excess of \$2.5 million in the first year.*
- Brokered the services of *Clark Consulting* to corporate executives nationally, resulting in secured business with *Caterpillar, Cendant Corporation, Danaher/MATCO Tools Corporation, Saint-Gobain Corporation, Solar Turbines and Weatherford International* in a one-year period.
- Sold consulting products/services at *IBM, earning coverage of 50-state territory of Fortune 500 companies, securing \$800,000 in revenue in the first year, while generating deals worth \$14 million in two years.*
- Prospected, cold-called, and conducted personal meetings with senior executives in targeted Fortune 1500 companies, *expanding prospect database by 1000% at national consulting firm.*
- Pioneered sales efforts for national consulting firm, significantly enhancing its name recognition and reputation across numerous industries.
- Created and conducted "Relationship Sales" & "SPIN" selling training programs at *IBM, Watson Wyatt Worldwide* and *The Alexander & Alexander Consulting Group* for sales and non-sales executives and consultants.
- Developed and presented sales motivation and strategic visioning sessions for *Robert Half International* and the *March of Dimes Foundation.*

MARKETING EXPERIENCE:

- *Awarded special performance bonus for exemplary commitment to the marketing of a new business at IBM.*

Planning & Implementation

- Overhauled and redirected annual marketing plans for a new business at *IBM*, positioning the services for success in the marketplace.
- Focused marketing direction and strategizing execution of tactical plans with 9 service unit executives at *IBM.*
- Created, developed and implemented annual marketing plans at *NCS, tripling sales in a one-year period.*
- Executed the successful re-launching of the marketing and sales effort for a new business at *IBM.*
- Initiated and managed the launching of two new product lines for *NCS.*
- Defined strategy and tactics, including market segmentation, competitive analyses and pricing analyses.
- Redirected marketing and sales strategies, *increasing sales revenue and market share.*
- Initiated and conducted market research, including planning and monitoring focus groups.

Promotion

- Advised *IBM's* advertising and public relations firms on market requirements for a new business, and reviewed promotional copy for market applicability.
- Developed and implemented promotional plans, including advertising, public relations and direct mail campaigns at *NCS* and *IBM.*
- Achieved front-page "Marketplace" placement in *The Wall Street Journal*, promoting product author.
- Conducted national focus group recruiting campaign for *American Airlines.*
- Organized and conducted seminar series in key cities nationwide.
- Awarded prize by *Working Woman* magazine for essay on time-management strategies.
- Wrote and edited catalog copy, direct mail, product fulfillment, collateral and website content for numerous organizations.
- Formatted and conducted focus groups on product advertising.
- Created Web promotional strategies for numerous organizations.

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Promotion

- Devised, authored and edited national newsletter featuring articles by industry leaders.
- Planned and presented products/services at international and national trade shows.
- Trained telemarketing and customer service personnel on products.
- Designed and implemented employee marketing program and multimedia recruiting presentation at *Chase Manhattan Bank*.
- Co-created and acted in program on using one's positive attitude in the employment process, for *Akaku, Maui Community Television*.

Product Development

- Spearheaded the conceiving and creation of national service bureau, *exploiting unfulfilled market niche*.
- Initiated and directed NCS's product development, packaging and market requirements for new products.
- Conceived, designed and edited the first user's guide for NCS product, *establishing a prototype for other product lines*.
- Researched, streamlined and authored new policy guides for *Chase Manhattan Bank* and *Metris Companies, Inc.*

Pricing

- Restructured service and product pricing, and forecasted revenue for nine service units at *IBM*.
- Restructured and revised product pricing at *NCS*, *resulting in higher profit margins*.

CONSULTING EXPERIENCE:

- Consulted with executives in diverse industries on solutions for key initiatives, including e-commerce.
- Developed and presented "*Thinking BIG*" and "*We-Can-Omic*" workshops.
- Advised service units at *IBM* on client needs to create winning client solutions.
- Established relationship with new business, *resulting in the creation of new product line*.
- Founded and managed successful national consulting practice for nine years.
- In collaboration with three environmental organizations, conducted a grassroots fundraising campaign to stop a 12-year battle by developers to put an international airport on the island of Maui, resulting in environmental preservation.
- Consulted with executives and their staffs, orchestrating a key organizational initiative at *Northwest Aerospace Training Corporation*.
- Interviewed and coached MBA students at the *Univ. of Minnesota's Carlson School of Management*.
- Improved and stabilized failing supplier relationships at *NCS*.
- Administered surveys and conducted related feedback and action-planning sessions.
- Designed and conducted workshops and presentations at numerous organizations.

WORK HISTORY: **Twenty-six years of business experience: 16 years of sales and marketing; 9 years of independent consulting; 10 years of staff experience.**

THE ADDED EDGE, President
IBM, Senior Business Development Consultant
STANARD & ASSOCIATES, VP, Client Relations
NATIONAL COMPUTER SYSTEM, (NCS,) Product Marketing Manager
FIRST BANK SYSTEM, (NOW U.S. BANK,) Human Resources Officer
PILLSBURY, Personnel Representative
CHASE MANHATTAN BANK, (now JP Morgan Chase,) Human Resources Officer

EDUCATION: **UNIVERSITY OF WISCONSIN-MADISON**
Bachelor of Arts, Spanish; Bachelor of Arts, Sociology

OTHER: Published poet, lyricist and author. Hablo Espanol.