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Highly successful business development and account management in Fortune 500 companies. Solid in generating new business. Strategic thinker who thrives in a fast paced competitive environment. Realize to win new business, you must understand your client's business; develop solutions to deepen and expand relationship and build loyalty.

KEY COMPETENCIES

Strategic Planning
Strong Communicator
Customer Analysis

Solution Selling
Industry Knowledge
Team Building

Client Relations & Negotiation
Effective Organized Project Manager
Supply Chain Optimization

Professional Experience

Senior outside Sales Consultant
Alphabroder/Primeline

April 2016 – June 2019

North America's largest distributor, \$1.6B, of trade, private label, retail apparel brands and hard goods merchandise to the imprinting, embroidery and promotional products industries.

- Recruited by the SVP and responsible for developing and ensuring execution of sales strategies, objectives, goals, and targeted revenue generation for Alphabroder/Prime Line's targeted accounts in Arizona, Las Vegas and New Mexico.
- Build significant relationships with "C-Level" and other decision makers to achieve account objectives and sales quotas, and implement integration solutions that impact multiple divisions.
- Initiate and maintain highly satisfactory, responsive working relationships with clients at all phases within the client lifecycle through consultative communications and proactive strategic account reviews.
- Vet client prospects that have a strong desire to integrate using EDI (Electronic Data Interchange).
- Collaborate with Marketing Department to produce materials for product presentations, digital media, business reviews and large opportunities.
- Work with Customer Service team to create customer interface solutions.
- Consulted blank apparel & hard goods customers on insights to "best practices" in developing web-site, resulting in growth of new business by 67% in 2018. Received top honor of largest growth in new business at annual meeting.
- Train customers on selling "better" product. Trained major clients on how to leverage Under Armour to gain access to opportunities and sell "better" goods.

Senior Sales Partner
HDS Marketing

September 2015 - April 2016

Established in 1992, HDS has been servicing clients with promotional & marketing solutions for over 2 decades.

- Work with businesses, sports entities, and non-profits, with elevating their brand.
- Whether it is employee recognition, sales motivation, consumer, or B2B promotion, advice on, and help implement an effective program utilizing apparel or promotional products to accomplish objectives.
- Specialties include: Direct Importing, Company Stores/Fulfillment, Corporate Apparel, Service Awards, Safety Awards, Trade Show Traffic Builders, Game Day Giveaways, Executive Gifts.

Account Manager
ADESA

October 2014 - September 2015

ADESA is a leader in the wholesale auto auction industry, serving customers both online and at its 70+ auction locations across North America to source inventory for their retail lot. ADESA brings them together.

- Drive sales on auction for designated market area by building and maintaining strong relationships with General Managers and Used Car Buyers at dealerships.
- Deliver outstanding customer service.
- Using Salesforce to document all dealer interactions.
- Make 500+ calls a month to current customers and new customers.

Regional Marketing Consultant
Travel Media Group

September 2013 – September 2014

Travel Media Group is a hotel marketing company that offers smarter solutions to help hotels increase revenue.

- Primary responsibility is to sell Travel Media Group products and services in an assigned territory to new and renewing hospitality clients.
- Responsibilities include planning sales activities, attaining established sales goals, establishing and maintaining excellent customer relationships.
- Work with assigned manager to jointly develop a business/sales plan, establish sales goals, and implement a personal development program to enhance sales skills.

Business Development Manager
Encore Creative

June 2011 – August 2013

At Encore Creative live events are our world. We imagine, vision, design, curate, build and produce live events around the globe. We transform meetings into experiences. We turn moments into memories. We use event arts as our paint on the canvas which is your event.

- Responsible for prospecting, via phone, email, social media and ultimately sales trips.
- Presentations to national accounts and prospects.
- Participate in developing a sales strategy for the market that ensures attainment of company sales goals and profitability.
- Convert prospects into customers by providing full event production solutions.
- Design events/productions from proposal to contract.
- Control expenses to meet budget guidelines and ensure profitability of project.
- Maintain contact with all clients in the market area to ensure high levels of client satisfaction.
- Lead a team in creative process to fulfill proposal/concept development.

Senior Account Executive
Arrow Uniform

August 2009 – June 2011

Three generation, family-owned Arrow Uniform, with over 20,000 satisfied customer across 8 states, is a leader in providing uniforms to America's businesses.

- Market and sold uniform programs to drive new business growth and build loyalty for repeat business to hospitality, healthcare accounts.
- Participate in developing a quarterly growth strategy, sales goals, and objectives
- Plan weekly and monthly activities.
- Submit necessary product sample, approval and pricing requests.
- Propose, design and implement pricing and systems to customers in accordance with company policy
- Development of new accounts – resulted in 25% increase in new business.

Senior Image Consultant

January 2007 – August 2009

Custom Promotions

Promotional product company

- Sold a clothing program co-designed by the company and client to Chrysler dealerships to enhance product branding.
- Traveled to other states to promote products and develop relationships with GM/Chrysler advocates.

Account Representative – National Account Sales Division

January 2000 – December 2006

Cintas Corporation

Businesses of all types trust Cintas to manage their uniform programs, facility services, first aid & safety, and fire protection needs

- Marketed and sold a uniform program to drive new business growth/saturation and build loyalty for repeat business.
- Communicated and worked with key decision makers in the healthcare, gaming, lodging, and food service industries.
- Forecasted future client sales and targeted new accounts.
- Conducted needs analysis; consulted on property image/décor and uniform durability, delivered presentations to clients, prepared price proposals, and incorporated apparel programs that fulfilled client service/product needs.
- Qualified, negotiated, priced, and closed current and new business. Assisted in training and developing new sales account representatives.
- Maintained a database and prepared administrative sales reports.