




STEPHEN GREET

Business Development Manager

CONTACT

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[LinkedIn](#) 

EDUCATION

**Bachelor of Science
Business Administration**
University of Pittsburgh
2010 - 2014

SKILLS

CRM (Salesforce)

Data Analysis

Written & Verbal Communication

Negotiation

Lead Generation (LinkedIn, email,
referrals)

Microsoft Office (Excel, Word,
PowerPoint)

Strategic Planning

CAREER OBJECTIVE

With 6+ years in sales and business development I've learned the value of an empathetic approach to truly understand a customer's needs. Through innovate lead generation I've helped generate over \$5M in new annual revenue.

WORK EXPERIENCE

Business Development Manager

Genewiz / January 2018 - current / New York, NY

- Developed new strategies to increase penetration into clinical groups at pharmaceutical companies leading to over \$3M in annual incremental revenue
- Actively communicated with subject matters experts in genomics to stay on top of market trends and obtain insights to drive internal growth
- Drove over \$800,000 in expansion revenue for existing accounts by building relationships with account stakeholders and identifying areas of expansion for these stakeholders

Business Development Specialist

Funding Gates / June 2015 - January 2018 / New York, NY

- As the first business development specialist developed processes for lead generation leading to 30% YoY revenue growth
- Iteratively experimented with messaging to new potential customers ultimately increasing conversion rate by 150%
- Built out a referral program for lead generation which grew from \$0 to over \$500,000 in annual revenue

Sales Associate

SaveAway / April 2014 - June 2015 / Pittsburgh, PA

- Exceeded sales quotas by 14% selling this platform-as-a-service (PaaS) to leading brands and partners
- Used LinkedIn and email outreach to qualify, prospect, and get in contact with new leads
- Attended and presented at local trade shows to increase brand awareness and reach new potential customers

Jessica Connor

BUSINESS DEVELOPMENT MANAGER

Summary

A dynamic professional with a proven record of generating and building relationships, managing projects from concept to completion and coaching individuals to success. Skilled in building cross-functional teams, demonstrating exceptional communication skills, and making critical decisions during challenges. An adaptable and transformational leader with an ability to work independently, creating effective presentations, and developing opportunities that further establish organizational goals.

Experience

Business Development Manager

The Coca-Cola Company - Atlanta, Georgia *Sep 2016 - Present*

- Maximized and achieved distribution increase through strategic sales initiatives and negotiation.
- Worked with distributors and key stakeholder on a daily basis to ensure the highest value growth opportunity in the market.
- Responsible for opening and maintaining new customer accounts throughout the market to increase distribution across all classes of trade.
- Penetrated market through daily sales calls, distributor visits, developing customer incentives and negotiating case deals
- Continuously develop and achieved partnerships with key customers, local taste-makers and distributors by building business and personal relationships at all levels.
- Leverage Product Presentation to create powerful stories that drive productivity and profitability
- Conducted distributor sales meetings to share local and national updates, introduce new products, provide sales and volumes updates to ensure proper execution at all store levels.
- Created and implemented a partnership with a local Atlanta celebrity to increase market branding presence and social media contact.
- Analyze and interpret data using Sales force to track performance and identify areas of opportunity in market.
- Work with other departments to monitor and analyze data to seek market opportunities

Sales & Marketing Manager

Big Berkey Gravity - Austin *Aug 2015 - Sep 2016*

- Guided the organization initiatives in the market while managing 100 accounts and distributors; worked with local distributors and retailers to achieve sales objectives in Georgia and the Carolina's.
- Consistently communicated with division managers to identify potential market share opportunities to improve and maximize market performance.
- Worked closely with the appropriate business partners and shareholders.
- Assisted in the development and execution of social media strategies
- Partnered with external parties to execute social media campaigns to facilitate new impressions and interaction with our accounts.

Contact

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🌐 [linkedin.com/jessica.connor](https://www.linkedin.com/in/jessica.connor)

Skills

- Microsoft Office (Word, Excel, PowerPoint)
- Data Analysis
- Communication (Written & Verbal)
- Project Management
- Adaptability
- Problem Solving
- Leadership
- Public Speaking
- Time Management

Languages

English	■ ■ ■ ■ ■
French	■ ■ ■ ■ ■
German	■ ■ ■ ■ ■
Spanish	■ ■ ■ ■ ■

Education

MBA

San Jose State University - California

Feb 2012 - Aug 2014

BBA

Clark Atlanta University

Aug 2008 - May 2012

Hobbies

Reading Books
Playing Table Tennis
Travelling
Gardening

- Managed a team of ambassadors to facilitate retail sampling to maximize market share opportunities.

Regional Sales Manager

Dean's Natural Food - New Jersey *Aug 2013 - Sep 2015*

- With a proven track record maximized sales and customer service through effective planning, and in-store execution.
- Successfully Managed 350 portfolio by prioritizing tasks, managing time, resolving issues Increased sales by leveraging resources through sales negotiations established and maintained rapport with key store individuals
- Provide intel and create opportunities to elevate the premiere stores and accounts while supporting the holistic Product Presentation strategy
- Achieved over 1 million cases sold and increased sales volume by 3.5%

Awards

Best Performance of the Year

2019-11-10

Kevin Spacey

👤 19/19/1990

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Profile

I am passionate about creating ideas and executing them. Two such instances in the past where I discovered this passion was:

1. Standardising final checklist tests and drafting market approaches for SAP GANGES (an FMCG last mile business initiative by SAP), I ended up creating a standard document for the above, which was later used by the development and testing teams within SAP GANGES.
2. Following the success of a proof of concept exhibiting the possibilities of free communication between SAP applications and selective Social Media, I was provided with an opportunity to support and assist the team's architect and product owner with designing a legal framework which was to be implemented in applications built using SAP Social Intelligence framework.

Work experience

📅 01/2014 – 08/2014 📍 BENGALURU, INDIA

Scholar at SAP

SAP Labs India Private Limited

Social Media ABAP Integration Library (SAIL) and the Ad-hoc Collaboration team develops a service to integrate SAP Business Suite objects on SAP Jam(SAP's social media collaboration solution). My tasks and responsibilities in this team were:

1. Developing an OData Service for Sales Document.
2. Configuring the OData Services on various system landscapes in SAP.
3. Testing the OData Services developed within the team by other developers.

Education

📅 08/2012 – 07/2014 📍 BENGALURU, INDIA

Master of Science (M.S.) in Computer Software Engineering

Birla Institute of Technology and Science(Work Integrated Learning Program)

Education

Grade: 5.5

1. I was an active participant and leader in many case studies performed during the classes, trying to bring in as many points up for discussion and empowering my fellow team-mates to pitch in to contribute.
2. I took part in conceptualising and developing new breakthrough ideas for different daily use materials and products by applying the design thinking philosophies during usability engineering classes.

Skills

📍 LANGUAGES

English
Hindi
German

Professional

Graphs



communication skills



computer skills



time management

Strengths

Adaptable

Effectively managing multiple projects

Accuracy

Detail oriented

Positive attitude

Building teams

Creating