

Profile: Ten years of diverse sales and marketing, B2B & B2C experience within Distribution Channels and Agencies. Formulated strategic corporate/Partner marketing programs, community relations/PR campaigns and internal/external sales promotions. Negotiator and liaison within all corporate and inter-corporate levels.

Particular focus on network hardware, software, telecommunications & finance.

Exceeded goals based on generating qualified sales leads, building customer loyalty programs, developing new customer relationships and increasing profitability, product awareness and mind share.

MSCO – Marketing Agency, Purchase, New York
(Initial freelance position)

Sr. Account Director: 12/2001 – Present

- Account Director for clients including The Guardian Life Insurance Company and MONY (Mutual of New York), Developed strategy, program and project brief to position insurance, annuities and financial planning in non traditional ways. Responsible for initial concept, copy and creative management.
- Created “Women in Power” – a nationwide workshop and seminar series designed to plant a flag in the growing women’s market by utilizing a soft cell, community relationship building approach. This program functioned on multiple levels and included support of Client, Distribution (General Agency’s) and End User, before the events, during the events and after events. I compiled substantial ROI & tracking data demonstrating that from a corporate level an investment in professional women and women business owners is lucrative.
- Responsibilities for a staff of three direct reports included mentoring them for professional growth. Also among management tasks: Interviewing, progress reviews, disciplinary action, leading focus groups, staff meetings, training/brainstorming sessions, branding and coordinating with Art Director & PR team.

Technotel Data Services – Wall Street, New York

Director of Marketing: 2/1999 – 11/2001

- An integral part of the Product Management team. Worked with Cisco Systems and Nortel Networks Sales Managers as well as Resellers (ISP’s & ASP’s) to formulate a tactical approach to meet sales goals.
- Responsible for planning, budgeting, copywriting, design and roll out of direct mail programs, print and online advertising, cable TV, direct mail, multi media sales tools, tradeshows, events and customer enhancement activities of parent company and five subsidiaries – the epitome of multi tasking and the ability to work independently on projects from inception to completion, as well as to work as part of a team.
- Conducted regular customer visits to large Reseller Partners to gain insight into logistical challenges, missed opportunities and to cement customer loyalty. Wrote business proposals, which would become the basis of negotiations for large business opportunities, e.g. with Pepsi and Home Depot.
- Responsible for ensuring corporate sales goals were achieved within specific vertical markets such as SMB, Healthcare, Government and Education. Also tracked results and provided detailed ROI reports.
- Created a successful Agent program, writing copy for Reseller agreements, negotiating commission terms with Reseller Management and was responsible for conflict resolution arising from issues such as miscalculated commissions and disagreements over exclusivity boundaries.
- Responsibilities for a staff of twelve sales reps included HR duties (interviewing, employment contracts, benefits, disputes etc), setting sales goals/MBO’s and sales incentives.
- Ability to create and present formal presentations to all internal, vendor and customer audiences of 1 to 100 and to tailor the presentation according to that audience with little or no notice.

Westcon, Inc - Tarrytown, New York

Sr. Marketing Specialist for Nortel Networks: 1/1996 – 2/1999

- Responsible for \$95 million in quarterly sales and \$2 million quarterly budget to formulate and execute sales strategy for Nortel Networks products/services solutions.
- Lead Nortel Networks roundtable discussion groups to identify new sales strategies and realistic solutions to issues. For example, I created a successful VPN Contivity Extranet Switch evaluation program, giving Resellers 30 days to test this new product that they were unfamiliar with and initially reluctant to buy. The result was that 75% of all evals resulted in a purchase. I was responsible for all planning and logistics.

- Wrote and implemented a strategic e-business campaign tied to specific Nortel Networks products, to position Westcon and Nortel Networks as leaders in e-commerce committed to supporting Resellers. This involved setting and negotiating price points, handling objections and inventing creative solutions.
- Worked directly with Resellers to develop "direct touch" end-user comprehensive marketing programs, specific to their area of expertise and vertical market focuses using coop/MDF funds.
- Wrote and produced a quarterly hardcopy and electronic newsletter and multi-media VPN CD ROM. Provided tracking data to quantify the effectiveness of all marketing efforts and provide vendors with ROI.
- Worked directly with Manufacturers to provide detailed POS territory based reporting and negotiated sales volume discounts for submitting data on a timely basis.
- Management of the vendor relationship and awareness of the sensitive dynamics, and experience in all aspects of sales and marketing. Also conducted numerous marketing and vendor events, seminars and meetings on and off site as needed.
- Helped develop and maintain corporate professionalism, consistency in design, content and imaging with Manufacturers and Resellers alike.

MCP - Mount Vernon, New York

Retail and Wholesale Sales & Marketing for AT&T Wireless Services - 10/1993 - 1/1996

- Supported all sales Distribution Channels, including territory representatives and retail stores, with B2B & B2C sales incentive programs, sales goals and rewards.
- Focused on creating marketing programs to target wireless subscribers; increasing customer loyalty and decreasing churn. Created several "Buy Back" programs, to target Urban and suburban markets.
- Created, developed and grew a group advertising program (online and print) for retailers to a \$4,000,000 annual budget, solely based on contributions from the group and my ability to sell them on the programs effectiveness.
- Forged and maintained long-term relationships with key decision-makers from AT&T, Motorola, Nokia and Ericsson as well as client companies.
- Developed strategies to promote a solution-oriented approach to business problems such as customer retention and "bait and switch".
- Designed, coordinated and delivered sales training programs on products and services.
- Identified, recruited and supported channel partners as "Authorized AT&T Wireless" Dealers.
- Communicated information (commission changes, new promotions etc) to channel and End-Users, through customer visits, newsletters, flyers, print and radio advertising and direct mail campaigns.

Promoted from Customer Care Manager (December '96), Promoted from Retail Sales Manager (May '97)
Promoted from Outside Sales Manager (November '97).

Education: Thames Valley University, South Ealing, London: LLB (B.A. Law)

Volunteer Work: Arthritis Foundation, Child Abuse prevention center and AIDS related community services.

Software Packages: MS Word, Lotus 1-2-3, MS Excel, Lotus Ami-pro, PowerPoint, Publisher, FrontPage, Corel Draw, Adobe Photo Shop, Visio.

Additional Training Classes: The dynamics of relationship selling from The Sandler Sales Institute, Nortel Networks Enterprise & Network Solution Partnership Program certification, Cisco Systems CCNA Certification preparation program, Web site design and Basic HTML.

References and detailed portfolio available online @: www.aogunkoya.com