

DILLARD & ASSOCIATES

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SALES MANAGEMENT & NEW BUSINESS DEVELOPMENT

Dynamic and results-focused senior sales and marketing leader with a verifiable record of achievement in creating new multi million-dollar revenue streams, resulting in explosive growth and business profitability. Proven competencies in improving organizational productivity through the development and implementation of strategies that foster operating synergies and facilitate lasting and positive change. Recognized for the ability to lead the professional development of diverse individuals and support a team oriented approach predicated on meritocratic principles. Promote a winning attitude and foster accountability to consistently exceed performance goals and expectations. Fluent in written and spoken Spanish. Relevant skills include:

*Consultative Sales Skills • Marketing Program Development • Productivity and Performance Gains
International Business Expertise • Start-up Operations • Staff Training and Development*

HIGHLIGHTS OF RELEVANT EXPERIENCE

As Vice President Sales and Marketing, VIP Travel & Tours

- **Added significant value in launching this destination management company** specializing in promoting Los Cabos, Mexico. Developed 50+ new clients annually and solidified exclusive contracts with three of the largest hotels and resorts in Los Cabos.
- **Cultivated and maintained relationships with Fortune 500 companies**, including Johnson & Johnson, Deutsche Bank, American Express, Prudential Insurance, Motorola, BMW of North America, among others.
- **Created and launched innovative and compelling marketing programs**, resulting in generating signed contracts with new clients. Worked with Jack Nicklaus and event promoters as part of implementing the 'Senior Slam' golf tournament.
- **Led and participated in tradeshow**s, including designing marketing materials and directing booth design. Devised and implemented a quarterly newsletter, successfully generating incremental business.

As Territory Sales Manager, Cal First Leasing Corporation

- **Proactively grew the Arizona, New Mexico, and San Diego territory** for this company providing lease financing for business equipment, including high technology leases, and hospital and medical equipment leases.
- **Established and maintained contact with C-level executives and directors**, including finance professionals, hospital administrators, and doctors. Developed business from established accounts producing a minimum of \$25 million in sales.

As Senior Vice President & General Manager, Century BMW

- **Spearheaded the development and implementation of creative marketing and sales plans**, resulting in achieving a #1 position in BMW sales throughout the US and Canada for five consecutive years.
- **Achieved in excess of \$40 million in credit lines** for the in-house leasing company through nurturing banking connections, developing an impressive portfolio, leveraging dealership credibility, and demonstrating exceptional sales performance.
- **Selected as the first woman appointed and approved by the manufacturer as general manager** of a BMW dealership.
- **Directed the professional activities of all departments**. Provided operations oversight and managed six direct and 200+ staff in sales, customer service, auto service, auto parts, financing, and advertising.

PROFESSIONAL EXPERIENCE

CENTURY 21 PROFESSIONALS – Real Estate Agent, Irvine, CA

2001-Present

Recognized as an award winning agent, demonstrating five consecutive years as a multi million-dollar producer providing real estate services to buyers and sellers in Orange County, Riverside, and Los Angeles counties. Develop and implement successful marketing strategies, including direct mail, email, and direct client contact. Continuously generate repeat and referral business, resulting in exceptional sales results. Received the highest sales award through the Century 21 international system since tenure.

Work extensively with the Hispanic community. Maintain a thorough market understanding through supplemental training and ongoing research. Leverage comprehensive knowledge of the purchase and sales process to provide added value to a diverse client base. Work with leading mortgage lenders to facilitate residential, commercial, land, and multi-unit income purchases and refinancing activities.

CAL FIRST LEASING CORPORATION – Territory Sales Manager, Santa Ana, CA

2000-2001

Directed the efforts of a three-state territory providing lease financing for business equipment. Developed new and existing business and demonstrated unsurpassed levels of client support. Interacted with customers on an ongoing basis, and served as a committed business partner to sell leasing packages valued between \$100,000 and \$5 million+.

VIP TRAVEL & TOURS – VP Sales and Marketing, Newport Beach CA / Los Cabos, Mexico

1992-2000

Teamed with meeting planners and corporate officers to assist companies' plan for meetings, group tours, corporate conventions, golf, and sport fishing events. Delivered exceptional service to groups of 1,500+ guests. Applied strong strategic planning and organizational capabilities to handle large groups of travelers. Managed air travel, hotel accommodations, ground transportation, golf and sport fishing tournaments, merchandise, and guest awards.

PREVIOUS EXPERIENCE:**CENTURY BMW – Senior Vice President and General Manager, Alhambra, CA**

Recruited, trained and established a highly productive and committed sales team. Drove market expansion through effective sales planning and incentives.

EDUCATION / AFFILIATIONS

CALIFORNIA STATE UNIVERSITY, Los Angeles, CA

Political Science and Marketing*California Real Estate License*