

JEFFREY H. SMITH

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SALES MANAGER ✦ STRATEGIC PLANNING ✦ BUSINESS DEVELOPMENT

Dynamic career reflecting managerial experience and record-breaking performance greatly increasing profits for industry leaders. Results-driven professional who spurs new business through excellent customer service and establishing long-term partnerships with key clients to increase channel revenue. Outstanding tenure with a history showcasing promotions to positions handling additional authority and responsibility. Consistently exceeds all personal and corporate quotas in highly competitive environments. Well organized with a track record that demonstrates self-motivation, focus, and the creativity to achieve both personal and corporate goals.

SELECTED HIGHLIGHTS

- Grew multiple steel service centers, expanded viable target markets, and increased sales by over 35% on average
- Exceptional motivator and team supervisor/leader – able to develop teams focused on results and customer service
- Introduced innovative management measures to identify areas of process improvements for effective sales strategies and missed opportunities
- Excel at developing relationships with key decision makers and negotiating tough contracts
- Outstanding knowledge of the steel distribution Industry
- Consistently exceeded all personal and corporate sales quotas
- Excellent communication skills proven by the ability to lead and interact with people from diverse backgrounds

CORE COMPETENCIES

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|-----------------------|-------------------------------|------------------------|
| ▪ Strategic Planning | ▪ Manufacturer Representation | ▪ Communications |
| ▪ Product Development | ▪ Team Building | ▪ Customer Relations |
| ▪ Sales Strategy | ▪ Marketing | ▪ Training/Development |

PROFESSIONAL EXPERIENCE

Norfolk Iron and Metal ✦ Durant, IA ✦ 2010 - 2015

Sales Manager

- Division's tons grew 37% under my leadership from 82,000 to 112,000 in 2014
- Achieved recognition as the only division of four divisions to increase tons shipped more than 5% year over year, every year.
- Responsible for the exceptional marketing to eastern Iowa, northern Missouri, Illinois, and Wisconsin.
- Developed revenue-increasing marketing strategies for full line carbon steel service stocking structurals, temper passed sheet, and plate products.
- Managed, led, and developed four outside and four inside sales representatives
- Improved the performance of the sales team by innovating on a system of reports and communications involving sales reports, sales meetings, sales newsletters, and electronic bulletins.
- Provided expert assistance in preparation of the annual budget reviewing, as well as analyzing and making recommendations from monthly and quarterly reports.
- Analyzed internal and external costs to make efficient, effective decisions and ensured that the profit expectations of the company were always met and exceeded.
- Developed and improved training program to ensure new and current employees were superbly trained and regularly met and surpassed quotas.
- Leveraged consultative sales strengths to identify opportunities, nurture relationships and close deals
- Worked with the service departments to create procedures to increase customer service and improve customer satisfaction and loyalty

Olympic Steel ✦ Bettendorf, IA ✦ 2006 - 2010

Sales Manager

- Exceeded all expectations and increased tons shipped from 2006 to 2008 20%, with a record 210,000 tons shipped in 2008.
- Drastically improved marketing methods for carbon steel temper passed sheet and plate steel along with fabrication capabilities including laser and plasma cutting, machining, bending, and welding.
- Managed a team of 11 inside sales representatives.
- Routinely met and exceeded the Division's sales goals and objectives through improvements to sales strategy.
- Ensured sales team was highly trained and intimately knowledgeable when informing customers about supply and price trends, cost reduction opportunities, equipment and space.
- Performed outstanding crisis management and facilitated the effective resolution of complex customer issues.
- Ensured high-quality customer service - on-time delivery exactly to customer specifications.
- Initiated customer contact to identify key opportunities to advertise products/services, and increased customer satisfaction by involving product experts.
- Negotiated contractual pricing and spot market pricing to ensure the best possible quality while reducing costs.
- Interfaced with key managers and executives to develop and align long-term strategic plans
- Improved both personal and sales team performance by considering sales opportunities for both inactive and new accounts.

Steel Warehouse Company ✦ South Bend, IN ✦ 2000 - 2006

Marketing Director

- Promoted to Marketing Director, responsible for strategic planning of regional marketing operations due to impressive sales, superb customer service, and exceptional work ethic.
- Programmed, maintained, and promoted corporate website which significantly increased online market presence.
- Coordinated with sales to research and develop new markets and products that greatly expanded client base.
- Streamlined mail, e-mail campaigns, paid advertising, and coordinating industry trade magazines which improved the company's ability to promote new products.
- Planned, developed, and attended Trade Shows which established long-term relationships with key clients and stakeholders.
- Responsible for reviewing, analyzing, recommending and building strategic and tactical changes to drive business profitability by increasing visitors to the website, improving conversion rates, and managing margin performance.

Sales Manager (Expanded Metal Division)

- Successfully managed 3 inside sales representatives and 6 manufacturers' representatives.
- Grew sales by 50% from \$3.1mm in 2000 and were tracked for a record \$6mm by 2004.
- Developed several successful promotional sales programs using mailings, telemarketing, and trade shows which grew sales and developed new markets.
- Designed, programmed, and maintained company website which significantly expanded market presence.
- Highly praised for managing profitability via expense control and revenue generation.

Additional Experience

SUPPLIERMARKET.COM, Commodity Manager Metals Vertical, Burlington, MA: 2000

LAFAYETTE STEEL SALES, District Sales Manager, Lafayette, IN: 1998 - 2000

EDUCATION

Butler University, Indianapolis, Indiana

Marketing, Minor in Finance & Philosophy