

Julia Mendéz-Brown

VICE PRESIDENT OF SALES

Prospect, KY ■ 555.555.5555 ■ jbrown@email.com ■ [linkedin.com/in/j-brown-example](https://www.linkedin.com/in/j-brown-example)

DRIVING RECORD SALES, PROFIT & MARKET SHARE

PROFILE

Accomplished sales leader with 20+ years of expertise in driving record market share, profitability and sales while delivering top customer satisfaction. Confident, decisive leader who guides and develops multi-level, national teams of more than 140 employees, building a culture of accountability and commitment. Excel at turning around underperforming regions, leading business expansion and fostering continuous improvement. Savvy strategist who devises and implements innovative, profit-driving programs.

Leadership | Strategic Planning | Program Development | New Business Development | Customer Relations
Talent Development, Coaching & Mentoring | Territory & Account Management | Marketing | Forecasting
Six Sigma Green Belt | Contract Negotiation | Process Improvement | Product Development | Pricing

PROFESSIONAL EXPERTISE

General Electric (GE) 1985 – 2013

GE Appliances and GE Capital are business units of American conglomerate, General Electric. GE Appliances is one of the largest suppliers of appliances in the world. GE Capital provides commercial lending and leasing and a range of financial services.

General Manager, Contract Sales, GE Appliances (2007 – 2013) ■ Louisville, KY

Governed sales management for 144 employees, generating \$1.7B in appliance sales to builders and developers nationwide. Swelled market share and profitability; maintained high customer satisfaction in competitive marketplace.

Leadership & Team Development

- **Captured seven of top ten Single Family Builders in the nation and drove Multi-Family Construction share to over 75%; enlarged in-direct business by adding new accretive customers, while increasing profitability with existing partners.** Constructed comprehensive sales skills model for sales with “direct” business customers, including programs, support resources and skills training.
- **Sustained profit and share growth through 2008 housing crisis** by guiding GE Appliance Contract sales team through market collapse.
- **Grew positive sales and mix and strengthened position with National Account/Builder segment** by creating Contract Builder Support Specialist position.

Strategic Planning

- **Drove market share to industry-leading 48.7%, added 2,300 new customers in one year, and surged customer satisfaction.** Formed and implemented Customer Advocate Program to accelerate issue resolution through one point of contact throughout sales process. Designed process, linking multiple support functions.
- **Facilitated team reaching 50.7% overall market share of Single Family, Multi-Family and Property Management segments.** Developed, coordinated and measured key link between third-party lead generation team and GE field sales team in order to cultivate and close new business opportunities.
- **Triggered average 2.7% jump in team margin** via pricing, product replacement and upgrades. Devised “commercial actions” matrix, pinpointing lower margin SKUs and outlining actions to boost margin performance.

Process Development

- **Delivered \$35M+ in price in one year, exceeding operating plan targets by \$17.5M,** by implementing robust quote review process to maximize price in low margin SKUs and low margin accounts.

Cost Control

- **Minimized base costs while boosting sales, revenue, and market share** by reducing receivable losses and controlling T&L, advertising and promotions spending.

General Manager, Contract National Accounts, GE Appliances (2002 – 2007) ■ Louisville, KY

Led team of eight National Account Managers who built business with nation’s top Single Family Builders, producing \$500M+. Accepted assignment during year of critical contract renewal renegotiations with six of the top ten builders.

- **Signed multi-year contracts for all six contracts up for renewal and added \$22M in incremental billing.**

Northeast Region Manager, Contracts, GE Appliances (2000 – 2002) ■ Philadelphia, PA

Assumed leadership of newly formed Northeast Sales Region with 18 sales people and \$220M in billing.

- **Gained 58 new accounts in region, totaling \$11M in business, while reducing cost base 13%.**

Regional Vice President, Northeast, GE Capital Mortgage Insurance, GE Capital (1999 – 2000) ■ PA

Spearheaded sales and operations for largest, most influential GE region, 12-state Northeast region with offices in PA, VA, NY and MA.

Regional Vice President, South Central U.S., GE Capital Mortgage Insurance, GE Capital (1997 – 1999) ■ TX

Managed sales and operation of three geographically dispersed underwriting offices.

- **Propelled lagging region into top company performer.**

Retail Market Development Leader, Northeast Region, GE Appliances (1995 – 1997) ■ Baltimore, MD

Administered \$10M operating budget with full P&L responsibility, directing four Regional Managers and 40 sales associates Formulated marketing strategies to drive appliance sales in retail market. Formed pricing criteria, approved discounts, set margins and emphasized promotions through trade shows and advertising campaigns.

Region Manager, Contracts, GE Appliances (1993 – 1995) ■ Baltimore, MD

Supervised 12 direct sales personnel with \$125M billing, targeting builders and developers in MD, VA, DE & Washington DC.

- **Compelled region to #1 within GE Appliances for Single Family share** by revamping sales force to amplify diversity and coverage.
- **First of training class students to earn promotion to Region Manager position.**

Consumer Service Marketing, GA Appliances (1990 – 1993) ■ Louisville, KY

- **Triggered sales spike, for record sales of \$23M,** by designing new Service Contract sales force structure.
- **Slashed overall cost and raised productivity and margin** by launching centralized call center for western U.S.

Additional at GE: *Manager of Centralized Call Center; Customer Relations/QA Manager; Area Sales Manager*

EDUCATION & PROFESSIONAL DEVELOPMENT

Global Business Management Course ■ GE Management Development Institute – Crotonville ■ Ossining, NY

Six Sigma Green Belt Certification ■ GE Appliances ■ Philadelphia, PA

Management Development Course ■ GE Management Development Institute - Crotonville ■ Ossining, NY

Advanced Marketing Management Studies ■ GE Management Development Institute - Crotonville ■ Ossining, NY

Account Development Strategies ■ GE Management Development Institute - Crotonville ■ Ossining, NY

Bachelor of Science, Marketing ■ Central Michigan University ■ Mt. Pleasant, MI

COMMUNITY ACTIVITIES

Member ■ GE Volunteers ■ Led various community projects

Board Member ■ Kentuckian Works ■ Worked with employers to provide jobs for disadvantaged Louisville residents