



Note: Currently resides in the San Francisco Bay area.

## TOP-PRODUCING SALES VICE PRESIDENT, GROWTH CATALYST, PROFESSIONAL SPEAKER AND SOCIAL SELLING EXPERT

visionary communicator and turnaround expert with critical expertise elevating sales teams to record-producing results



### executive summary

Tenacious, award-winning sales leader and *cultural architect* with critical accomplishments in transforming small, medium and large (Fortune 100) sales teams to exemplary performance. Manage revenues up to \$300M and consistent top performer, key advisor to executive leadership and developer of sales strategy, procedures and complex market penetration, turnaround and client restoration initiatives. Repeatedly ignites record-setting growth year-over-year for leading technology and sales/service entities. Entrepreneurial and sales-centric change agent, with unique ability to identify motivations of others and develop recognition and reward systems, fostering engagement, accountability and exponential sales growth. Expert in influencing c-suite executives through convincing/dynamic communication style and unique design of terms and conditions, resulting in client attainment and retention. Technically astute and adept at gaining quick insight to new systems and business areas to prompt immediate business impact. Proven success in leading sales organizations to exceed corporate goals and profitability objectives. Motivational Speaker and Social Selling Expert with a LinkedIn Social Selling Index (SSI) score of 99 out of 100. As a speaker, he teaches, trains and motivates sales leaders and teams on how to take themselves to the next level by developing a CEO Mindset in managing individual/corporate profitability objectives. Invited to speak at LinkedIn's Sales Connect 2015 Users' Conference as a *leading* social selling expert to train other executive sales leaders and CEO's on how to enhance sales pipelines through social selling strategies, tactics and accountability measures.



### critical skillset

- Fortune 100 Sales Leadership
- Start-Ups & Strategic Planning
- Social Selling Programs
- SaaS / IaaS / ASP
- Public / Motivational Speaking
- P&L / Budget Oversight
- Compensation / Incentive Planning
- Sales Process Optimization
- Top Performing Teams
- Sales Gamification Programs
- High-Stakes Contract Negotiations
- Turnarounds
- C-Suite Presentations
- Strategic Business Planning
- Recruiting / Teambuilding



### endorsements



"In my 19 years at Sprint, I have never seen anyone tell the company's story with the degree of passion, excitement and conviction that Mario delivers. No one. And I have never seen excitement ignited in the minds of our customers, until Mario. These qualities played an instrumental role in transforming the Sprint brand and closing out new multi-million contractual agreements that others said could never be done."

— R. Mosely, Client Account Director



Mario is leading the social selling revolution within PGI. He is such an expert in this area and is showing us all how to become experts here too. His energy is infectious and is really making his mark in PGI. Even though Mario and I work on different continents in different teams he is always available for help and advice. He is definitely one of those to watch within PGI and I for one look forward to learning from Mario this year."

— Head of Sales at SouthWestern Business Process Services Ltd.

Additional endorsements, client and executive recommendations can be viewed at [www.linkedin.com/in/mthreejr](http://www.linkedin.com/in/mthreejr)





### **REGIONAL VICE PRESIDENT OF SALES & EXECUTIVE SPONSOR FOR PGI'S SOCIAL SELLING PROGRAM** 2014 – PRESENT **PGI**

Reporting to the SVP of North American SaaS Sales, responsibilities include managing the Western US enterprise, public sector and small-to-medium-sized businesses (SMB) SaaS sales and marketing organization. Also serving as the N. American Executive Sponsor for PGI's N.A. Social Selling program. Full accountability in the management and oversight of sales, marketing, including corporate profitability/growth objectives. Develop sales directors, sales and support associates; build a top performing sales organization, implement comprehensive sales strategy including business plans, quotas, compensation, incentives, forecasting, competitive analysis including organizational/talent development.

- *Propelled regional TCV performance from 51% to 92% within five months.*
- *Achieved a 94% month-over-month increase in TCV sales.*
- *Increased "average completed appointments" per associate by 9200% and "average proposals" by 971% within five months.*
- *Appointed by EVP/GM to serve as "Executive Sponsor" to develop PGI's corporate social selling training, adoption and rollout program, yielding in \$1.4M in sales pipeline volume within 45 days.*
- *Invited as guest speaker at LinkedIn's Sales Connect conference (October 2015).*

### **SPRINT CORPORATION** | 1999 – 2014

*Retained as one of the first thirty five employees for the launch of a start-up division (E-Solutions). Credited as first account executive to pre-sell an Infrastructure as a Service solution with signed contract 6 months prior to General Availability. Promoted multiple times across business segments culminating and managing nearly \$300M in revenues with eight direct reports and nearly 100 matrix-managed reports. Managed the closing of several of the largest and most complex sales in the company's history.*

### **STRATEGIC ACCOUNTS BRANCH SALES MANAGER (PROMOTION)** 2013 – 2014

Engaged by National VP of Sales to transform strategic accounts segment (Fortune 50) into top-producing team generating nearly \$300M in revenues while minimizing costs and stimulating bottom-line growth. With 8 direct and nearly 100 matrix-managed sales and support associates, managed profitability and growth, implemented comprehensive sales strategy including business plans, quotas, compensation, incentives, forecasting, competitive analysis and organizational/talent development. Executive go-to person for complex team dynamics requiring immediate action and results.

- *Catapulted an 8th-place (out of 9) enterprise team within ten months to #1, with near 100% participation through the administration and execution of comprehensive sales strategy, cultural alignment, uncovering individual motivators, and talent development.*
- *Signed \$85M in contract value for key pharmaceutical distribution (McKesson) and oil & gas (Chevron) clients through line of business sales approach, yielding a unique and profitable service structure.*
- *Authored and delivered motivational sales training resulting in keynote appointments related to accountability, mindset and leadership.*
- *Achieved highest sales quota in region, and signed over \$75M in renewable sales in 10 months through establishing a new sales culture, eliminating barriers to success, aggressive business planning and associate coaching.*

### **PUBLIC SECTOR AREA SALES MANAGER (PROMOTION)** 2011 – 2013

Reporting to the Western Regional Sales Director, boosted sales performance and channel brand visibility with key regional clients in education, healthcare, local/state government, utilities and federal sectors. With eight direct, and nearly 60 indirect reports, accountable for \$110M in annual revenues, including sales, customer experience, operations, financial performance and employee satisfaction. Created and managed goals, objectives, contests, marketing plans, retail store engagement practices, individual, indirect channel performance and established operational policies.



## PUBLIC SECTOR AREA SALES MANAGER (CONTINUED)

- Escalated 14th place team to #1 within 22 months through the establishment of accountability measures/metrics and individual performance coaching.
- Developed and administered strategic development plans for local sales managers, account managers and executives, indirect agents, third-party channel groups and pre/post-sales support staff to exceed sales targets and expand market penetration.
- Challenged outdated sales processes, changed behaviors consequently exceeding historical sales quotas.
- Drove team engagement to 100%, team performance to 143% of quota through incentive contests, talent development, coaching and building associate core competencies.
- Recognized with President's Club #1 Sales Manager and The Culture Coin Award for turnaround efforts, cultural integration/adoption, winning as a team, making a difference, and profitability.

## CLIENT ACCOUNT DIRECTOR (PROMOTION)

2007 – 2011

With direct accountabilities to the Enterprise Accounts Branch Manager, core responsibilities in strategic marketing, sales and business development of the McKesson Corporation account, a Fortune 14 company. Grew business from contract values of \$7.2M to \$36M. Led and administered complex account planning sessions while managing 60+ regional account managers, a 14 member dedicated account team and an outsourced business services channel partner to drive business sales. Administered robust communication and brand awareness marketing strategy to create efficiencies in sales process and client fulfillment. Served as relationship manager for all escalations relating to operations, sales, contract, legal and service delivery.

- Closed new service agreement representing \$36M in total contract value by transforming the sales culture through coaching and collaboration and creating buy-in from every team member.
- Consistently surpassed quota targets year-over-year, exceeding quota at its peak of 206%.
- Administered sales incentive contests increasing associate engagement, morale and selling aptitudes.
- Developed, negotiated and managed outsourced end-user catalog relationship to create efficiencies in human capital and cost, resulting in enhanced partnership and "primary provider" status with McKesson.

## NATIONAL ACCOUNT MANAGER (RECRUITED)

2004 – 2007

Reporting to Branch Sales Manager, managed Fortune 500 accounts totaling \$20M+ in annual revenue. Accounts included Cost Plus World Markets, Ross Stores, Matson Navigation and Intuit Corporation. Led strategy and complex account planning sessions with regional account managers. Negotiated with cross-divisional leaders to effect complex contract terms and conditions to meet the requirements of clients.

- Achieved 183% of YTD sales quota and President's Club recognition through the implementation of personal business plan and account management strategies.
- Selected to serve as a member of the Advisory Council to the Enterprise AVP for two consecutive years.
- Reclaimed a Fortune 500 client within a fiercely tight timeline by advocating internally for a robust billing solution offering unique solutions for the client and revenues for the company.



## awards and distinctions

Recipient of 100+ performance awards recognizing exemplary individual performance and team leadership.

Selected Achievements / Merits / Awards (Click [here](#) for detailed listing.)

- Culture Coin of the Year Award | 4 awards annually of a pool of 4000+ associates.
- Six-time winner of President's Club Award for #1 Sales
- 100% Quota Club – 16 out of 18 years quota carrying sales and or leadership years
- Featured Online "What does a Sales Leaders say about Implementing Social Selling" - (May 2015) <http://bit.ly/1MoFEub>
- Developed and Hosted live panel discussion for PGI "Entering into the mind of the IT Executive Buyer" (April) - <http://linkd.in/1LuKFRy>

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## speaking engagements

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Invited motivational speaker with up to 20,000 guests. Selected events/topics are listed below.

- Business Mindset, Understanding Your Why and Leadership for business owners, entrepreneurs and corporate sales/leadership teams
- Increasing Pipeline Velocity for Sales Leaders – PGI 2014 World Wide Sales Leadership Retreat
- Keynote Speaker, Building a Social Footprint and Professional Brand – Emprove, LLC 2014
- Social Selling for the Sales Professional – SAP Radio 2015
- Keynote Speaker, Drop the Mic – Driving 100% Rep Adoption by Making Social Fun – LinkedIn Sales Connect 2015

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## education and professional development

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- University of California, Berkeley and St. Mary's College | Bachelor of Arts, Business Management | GPA: 3.61/4.0
- Strategic Selling and Conceptual Selling – Miller Heiman
- Cold Calling on the Telephone and Calling on the Top-Level Decision Makers – Hocutt and Associates
- Counter-Intuitive Selling – Strategic Selling
- Financial Selling, Consulting Practice, Advance Leadership, Sales Presentations – Sprint
- Sales Discovery and Account Analysis – 12-week course, Boston Consulting Group

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## contact

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 [www.twitter.com/M\\_3jr](http://www.twitter.com/M_3jr)

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*"Mario's style, method of communication, vision and tenacity should be welcomed by any senior executive that values strong partnership behavior.*

*- Randall N. Spratt, EVP/CIO/CTO,  
McKesson Corporation*

