

# JANE SMITH

123 Any Street • Any Town, USA 12345

Mobile Telephone: 123.456.7890 • Home Telephone: 123.456.7890 • Email: janesmith@hotmail.com

## EXPERIENCED FINANCIAL SERVICES SALES EXECUTIVE

Business Development & Management/Partnership & Relationship-Building/Territory Planning & Leadership

### EXECUTIVE SUMMARY

An innovative and client-focused Financial Services Sales Executive with a large rolodex of industry contacts in multiple distribution channels and a consistent track record in developing new business, nurturing strong relationships with top-ranked advisors, and exceeding key organizational objectives. Strategic business planner with keen bottom-line focus and verifiable success upholding fiscal integrity and achieving sustainable growth. Proven ability to develop constructive relationships and teams with a broad and diverse group of cross-functional business partners and influence key internal/external stakeholders. Exceptional interpersonal, organizational, analytical, and trouble-shooting skills. Strong written, oral, and technical aptitude with demonstrated success in sales of ETF's, SMA's, and mutual funds.

### CORE COMPETENCIES

- *New Business Development*
- *Alliance/Partnership-Building*
- *Client Relationship Planning*
- *Brand Marketing/Promotion*
- *Strategic Planning/Leadership*
- *Budget/Resource Management*
- *Product Positioning/Launch*
- *Prospecting & Cold Calling*
- *Networking/Referral Generation*
- *Focused/High-Level Presentations*
- *Platform/Campaign Development*
- *Research/Intelligence Gathering*

### DESIGNATIONS

- NASD (FINRA) Series 6, 7 and 63

### PROFESSIONAL EXPERIENCE

**ABC Company** Any Town, USA Jul. 2001 - Present

*Principal/Vice President, Advisory Strategies*

Established and maintained relationships with wires, registered investment advisors, and multi-family offices for leading global provider of financial services to institutional investors.

- Developed a strong company presence in an uncultivated territory.
- Collaborated closely with the National Accounts team to conceive and implement campaigns to support iProducts launches, investment strategies, and platform developments.
- Cultivated strong industry contacts in multiple distribution channels including RIA's, Brokerage, and Regionals.
- Sold new ETF's to top shareholders; developed strong relationships with the top thirteen (13) ETF firms.
- Conceptualized, communicated, and implemented long-term sales and growth strategies.

#### *Selected Accomplishments:*

- Top-ranked salesperson seven (7) out of ten (10) years at the firm.
- Top-ranked salesperson with respect to activity across all categories including inbound and outbound telephone calls and emails, meetings, client entertainment, and seminar and event coordination.
- Top-ranked salesperson in the product launch of Equity Strategy.
- Participated in the launch with the first commodity-based ETF GLD.
- Successfully sold new ETF's with limited liquidity to advisors.
- Appointed to the Sales Leadership Council; one (1) of only three (3) out of twenty five (25) appointed; offered feedback to management in an effort to bridge the sales team with executive leadership.

**ABC Company** Any Town, USA Nov. 2000 - Apr. 2001

*Director, National Accounts*

Participated from the ground up with the launch of an Any Town-based financial distribution services firm, the first to bring alternative investments to the market place; performed at the individual advisor-level.

- Identified, pursued, and secured relationships with mutual fund supermarkets, all major wirehouses, independent broker dealers, and registered investment advisors selling managed money.

#### *Selected Accomplishments:*

- Secured approval with Merrill Lynch, Schwab, Fidelity, and TD Ameritrade for distribution of a completely new product and firm.

**PROFESSIONAL EXPERIENCE (CONTINUED)****ABC Company** **Any Town, USA** **Jul. 1995 - Nov. 2000***Vice President, Institutional Advisory Services (Aug. 1996 - Nov. 2000)*

Developed, enhanced, and sustained relationships with mutual fund supermarkets, wirehouses, and registered investment advisors for an Any Town-based investment management organization serving both institutional and individual investors.

- Managed all aspects of intermediary distribution with assets over \$1B including strategic planning and budget, travel, and personnel administration; built effective teams through talent assessment, recruitment, training, recognition, and accountability.
- Established and developed collaborative relationships with custodial partners, Institute for Private Investors, and CFA societies for educational forums, leads, referrals, and cross-selling opportunities.

**Selected Accomplishments:**

- Grew asset base from \$200M to over \$1B, 1995 - 1998.
- Developed and marketed new products including the launch of a new offering; generated \$100M+ in new sales in its first year.

*Marketing Manager, Institutional Advisory Services (Jul. 1995 - Aug. 1996)*

- Collaborated cross-functionally to implement creative sales strategies; oversaw the entire sales lifecycle throughout the Western half of the United States including client research, cold calling prospect development, and proposal generation and delivery.
- Actively prospected new clients and acquired key accounts; grew revenue base and converted new/potential customers to clients through business development and lead generation.

**Selected Accomplishments:**

- Promoted an undiscovered advisor group to national prominence using a unique approach to the market place.

**Additional Experience:**

District Manager, Small Business Division, ABC Company, Any Town, USA

Regional Sales Representative, Broker/Dealer Services, ABC Company, Any Town, USA

Research Associate, ABC Company, Any Town, USA

**EDUCATION****Bachelor of Arts in Education**

University of Massachusetts - Amherst, Amherst, Massachusetts

*References Furnished Upon Request*