

Mark Anderson
(763) 286-7091 / mva112872@hotmail.com
Sales Director / Executive

Roles:

Director of Business Development
Business Owner
Sr. Business Development Manager
Regional Sales Director
Global Sales Manager
Learning Center Director

Industry:

IT – Staffing/Consulting
IT Software – SaaS Solutions
Healthcare - Insurance
Financial – Banking
Education – IT, Medical

Education:

Bachelor of Arts - Communication,
University of Minnesota

Mark is in Eagan, MN and has 10+ years combined Direct Sales and Management experience in IT Staffing / Consulting, SaaS and Education. He has experience working with internal colleagues to strategize, execute, and achieve company revenue and profit margin goals through new and existing sales channels. He has a BA Degree in Speech Communication – where his education, training, and career experience has always focused on direct selling improvement and sales management effectiveness. Mark demonstrates excellent professional communication skills and is accustomed to working with people at all levels of an organization. His strengths include:

- Confident, can-do attitude; proactive; persistent; goal & money-driven
- Strategic, problem-solver; strong team player & works well independently / remotely.
- Leading by example – staying active in sales, while in management
- Emphasis on Revenue Attainment and great margins for the business
- Consistent in delivering the best customer experience for his clients

EXPERIENCE

ITR Group, Mendota Heights, MN

Oct 15 – Present

IT Staffing & Consulting firm

Director of New Business Development

Results:

- Averaged 2+ new clients for the business per month, more than doubling the total number of active clients for the business, with revenue goal per new client targeted at \$40K per year. In 12 months, he has added \$1,040,000 to the 12 month revenue outlook. Impacted the business for ITR Group to be ranked in the Top 20 for IT Staffing Companies in the Twin Cities (according to the Minneapolis / St. Paul Business Journal).
- With each new customer, he had a specific customer strategy, based on the client's goals and preferences, to solve the client's business needs, save the client time and money with their critical IT hires, and keep our revenue outlook above \$40K for each client.
- Trained & managed 2 junior Salespeople; while staying active in sales – leading by example.

MVP Talent LLC., Eagan, MN

Nov 14 – Oct 15

Independent Business Owner

Director of Business Development / Owner

Results:

- Received job req. opportunities from 20 companies and placed 6 people for full-time employment positions (at a 20%-25% fee); generating \$100K in business for his company.
- Member of TEEMA Group – trained as a Client Manager and Talent Manager. Partnered with a team of Independent Recruiters to increase client coverage & placements.

- Provided software assessment, recommendations and sales plan & process for a new Vendor Management System in MN.

C2 IT Solutions, Bloomington, MN

March 14 –Feb 15

Specialized, project-based, IT services organization – 1 year Project

Sr. Client Advisor

Results:

- Provided IT project /consulting opportunities with 14 new clients. Expanded clientele by 30% and helped the business to be ranked as a Fast 50 company in the Twin Cities (according to the Minneapolis / St. Paul Business Journal).
- Gained experience to win project-based consulting agreements. Delivered custom solutions for clients' specific project needs. On average, he had 3-5 people working on a project for an average of 3-6 months with margins of \$20/hour-\$25/hour.

True Source, Minneapolis, MN

Oct 12 – Mar 14

IT Staffing & Consulting firm

Sr. Business Development Manager

Results:

- Added 30+ new clients for the business; more than doubling their client list.
- Averaged 2 hires with clients per month with an average margin of \$20/hour and 20% average fee with full-time employment placements.
- Attended the President's Club trip to Cozumel, Mexico.

iTech Solutions, Eagan, MN (remote office)

Jul 08 – Oct 12

National, privately-held, IT Staffing / Consulting firm

Regional Sales Director

Results:

- Brought in as the Area / Team Leader of up to 6 people, help to grow a Fortune 500 (Healthcare) national account, as well as add new clients to the business.
- Grew the UHG account up to 30+ consultants billing consistently with consultants in: Minnesota, Wisconsin, Connecticut, New Jersey, California, Arizona, Utah, Nevada and Colorado. Average consultant margin was \$18/hour and 20% average fee for perm placements.
- Added 12 new clients for the business in Minnesota. Grew our local clients from 4 to 16 clients.
- For 4 years, he consistently exceeded the minimum margin maintenance level of \$3,300 per month; with 4+ placements per month, and as high as 10 placements per month.

Yugma, Minnetonka, MN

Jul 07 – Jul 08

Start-up SaaS company – provided e-Collaboration services

Global Sales Manager

Results:

- Hired and managed a team of 5 Account Executives. Developed the Sales Training Program (as none existed). Increased productivity for all sales team members through process and goals (daily, weekly, monthly, etc.). Routinely, the team exceeded daily and monthly goals (50+ calls / day, 10+ contacts / day, 3+ demos/day, 30+ sales/month; with a 10%-15% increase in sales from month to month.
- Mark's team brought in 90% new business for the company – gaining market share (average transaction of \$9.95/month or \$99.50/year per user with companies typically needing 5-10 accounts

for their employees). Worked with the Sales Director regarding P&L each month, Sales & Marketing strategy, etc.

eNRGi Consulting, Minneapolis, MN

2005 – 2007

Start-up IT Staffing / Consultant services company

Sr. Account Executive

Results:

- Managed & grew a Fortune 500 (Financial) national account. Averaged 3-4 placements per month (primarily contract placements, with some full-time employment) – often the leader for Sales each month. Grew the account to over \$1M/year with 25+ new consultants/year.
- Gained 12 new clients for the business. Growing the business from 20 active clients to 32 clients.

TechSkills, Bloomington, MN

2001 – 2005

National IT & Medical Education Company with 32 locations

Learning Center Director

Results:

- In charge of all Operations and P&L, and to lead (by example) the Sales team. Director of Operations for the Minnesota market - providing marketing strategy and team leadership of 12 people.
- Consecutive 4 time member of the TechSkills' President's Club (attended multiple trips in Mexico, and Las Vegas).
- Successful with over \$2.3 million in personal sales, with an average sale of \$6,000; with a consistently profitable branch at over \$4.5 million in total sales. Consistently ranked as one of the TOP 10 branches for TechSkills.
- Managed 12 team members, while assisting students with their training needs and actively promoting our school to prospective students. Emphasized the importance of team building, strategy, time management and customer service.

Volunteer / Community Service

- ◆ Feed My Starving Children
- ◆ Broken Heart Ministries
- ◆ Bible Study Fellowship (BSF)

Of Note

Professional Development:

- ◆ Sandler Sales Training
- ◆ Menemsha Group – Sales Training for IT Staffing / Consulting Services
- ◆ Dale Carnegie Sales Training – Winning with Relationship Selling
- ◆ Miller Heiman – Sales Performance Training
- ◆ Trained on several CRM tools, such as: BullHorn, SendOuts, MaxHire, JobDiva, SalesForce, as well as VMS tools, such as: FieldGlass, Beeline, PeopleFluent, IQNavigator, etc.

Affiliations:

- ◆ Business Network International (BNI)
- ◆ Minnesota Recruiters (#MNREC)
- ◆ Bible Study Fellowship (BSF)