

MATTHEW LANE

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SUMMARY OF QUALIFICATIONS

New Business
Development

Client Relationship
Management

Project Development
& Management

Key Account
Management

Consultative &
Solution Sales

Negotiation Skills

Sales & Marketing
Leadership

Cold Calling

Strategic Planning &
Implementation

Marketing
Development

Leadership &
Teambuilding

Goal-oriented, high-energy **SALES & MARKETING PROFESSIONAL**. Develop and harness business relations to cultivate and capture new and existing business that establish targeted goals. Effectively assess challenges and implement strategies to maximize sales. Drive and perseverance to deliver quality in service and product.

PROFESSIONAL EXPERIENCE

BSG CORPORATION City, MI
Provider of over 1500 products and services for business form & software solutions.
Account Manager (02/06 – present)

- Manage accounts worth 2.5M in annual sales.
- Exceeded sales targets in 2008 and 2009 by minimum 50%.
- Key player in instigating the company's brand redesign to increase overall brand recognition.
- Develop and deliver new business acquisitions through business-to-business sales and trade shows.
- Apply business acumen to develop and capture market share.
- Create and execute marketing initiatives, which increase overall sales.

ABC CLOTHING City, MI
Clothing retail store.
Key Sales Associate / Front End Supervisor / Key Merchandise Specialist (04/03 – 02/06)

- Implemented various employee incentives that boosted motivation, performance, employee retention, and sales.
- Recognized performer by senior management and go-to-person for new projects and leadership roles.
- Trained and developed over 25 personnel.

APPLICABLE COURSES

International
Business

Organizational
Management

Global Economics

International
Commerce

EDUCATION

M.B.A. Concentration in International Business

- **GPA 3.89**
- Selected to participate in two-week trip to China, visiting Tyco Electronics and Amway.

Great University, City, MI – expected 2010

B.G.S. Major Education & History

- **Cum Laude**

Local College, City, MI – 2003