JANICE SMETHERS

Business Development Leader

Pittsburg, PA

000-000-0000

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Community Involvement

- **Elected Associate Board Member** – National Indian Gaming Association
- **Organizations** – Professional Women's Association and International Women's Association
- **Volunteer** – Make a Wish Foundation, Ronald McDonald House, Las Vegas Rescue Mission
- **Sponsorships** – World Vision and Hand of Hope

Activities

- **St. James Pilgrimage** – Camino de Santiago; 500-mile walk.
- **Belize Mission** – Volunteered to help build houses and make improvements to local schools.

Technological Proficiencies

- Microsoft Office Suite
- SalesForce.com
- HubSpot

Summary

Accomplished business development leader offering over 16 years of experience driving revenue through building and maintaining client relationships. Creative and dynamic marketer with proven expertise in consistently penetrating new markets to ensure sustainable revenue growth. Leverages exemplary communication and in-person meetings to establish presence and build a positive brand while fostering continuous client engagement. Adept at working effectively to achieve goals both as a cross-functional team member and individual contributor.

Core Competencies

- Strategic Planning
- Revenue Enhancement
- Solution Selling
- Operational Excellence
- Relationship Building
- Communication
- Resource Allocation
- Territory Management
- Competitive Intelligence
- Team Leadership
- Customer & Staff Relations
- Product Education
- Research & Analysis
- Project Management
- Process Improvements

Professional Experience

2012 - 2014 **Vice President of Business Development**
Google

Served as a key member of the executive team charged with formulating strategic direction and devising business development initiatives consistent with overall strategy. Traveled nationally to identify new business opportunities and effectively managed a territory spanning across the United States and Canada. Researched and adapted to regulations including State and Tribal entities. Planned and executed marketing strategies and events including trade shows and conferences with over thousands of participants. Cultivated business partnerships, built a successful pipeline and created new sales opportunities including six new large-scale clients. Presented quarterly findings to Board of Directors including goal roadmaps. Managed new and existing client projects including complex contract negotiations and liaising with legal counsel as needed.

- Strategically managed revenue generation endeavors, including the development of forecasts, divisional pipeline strategies and quarterly shareholder reports.
- Built and managed a business development team to enhance and refine customer relationships and satisfaction.
- Collaborated with advertising company to rebrand website, marketing materials and sales strategy resulting in increased brand awareness and sales.

2007 - 2011 **Business Development Representative**
Medtronix

Generated new sales opportunities by developing relationships with new and existing clients through individualized account management. Managed a region comprised of 53 tribal nations, four state gaming agencies and four gaming organizations throughout a 7-state territory. Forecasted and reviewed existing client contracts and created comprehensive reports for each target region on a quarterly and annual basis.

- Monitored monthly, quarterly and annual travel expenditures in an effort to control company costs.
- Conducted research that placed emphasis on rules and current regulations of State and Tribal entities.
- Represented the company at regional conferences and trade shows.

1998 - 2007 **Business Development Support Representative**

US Oil

Regularly researched and created new sales opportunities in order to maintain a solid client pipeline and database. Coordinated cross-functionally to facilitate client relationships and complete special projects. Elected to the National Indian Gaming Association (NIGA) as an Associate Board Member. Developed tribal relationships, researched and built client contacts by attending conferences and trade shows within tribal territories.

- Propelled revenue by evaluating market and identifying new prospects.
- Leveraged finely honed communication and negotiations skills to foster new relationships.
- Tasked with generating new product sales with existing client base.

1990 - 1998

Earlier Experience

Various Organizations

Contract Administrator

- Liaised with organization's clients and legal councils during projects' contract phases. Constructed, generated and reviewed contracts to ensure thoroughness and accuracy.

Event Coordinator/Sales & Marketing Representative

- Organized user conferences and classes for over 500 attendees, including venue, catering and travel arrangements. Managed logistics of trade shows for thousands of participants. Aided in the planning and distribution of press releases, case studies and print advertisements. Accumulated and evaluated all data related to marketing initiatives and developed reports that disseminated data to all inquiring parties.

Education

Courses in Psychology

Cerritos Junior College

Courses in Business Administration

University of Phoenix