

Grady Marting

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SALES EXECUTIVE

VISIONARY & INSPIRATIONAL LEADER ✦ SALES INCENTIVE COMPENSATION EXPERT ✦ P&L CHAMPION

- **Championed growth from \$250M to \$2.2B in revenue under personal leadership; positioned MDR as the preeminent force within the subscription-based security industry.**
- **Created the MDR Distribution Channel from ground up, which is now the driving influence for MDR's success within the market representing 50% of MDR's total annual revenue and 40% of new account production.**
- **Fostered atmosphere of sales excellence while guiding MDR's direct sales force; developed winning sales culture by implementing metric-based management for first time in company history, delivering 600% improvement in annual sales production; increased new accounts from 200K to over 1.2M.**
- **Successfully navigated parent company's (Tyco International) financial crisis that slashed Dealer Program's investment capital from \$1B+ to under \$200M.**
 - **Negotiated downsizing, reducing annual units by 422 while maintaining the top performing Dealer.**
 - **Rebuilt annual unit production to 500K in <18 months, a feat never accomplished within the industry.**

PROFESSIONAL EXPERIENCE

MDR INC. | BATON ROUGE, LOUISIANA

1995 TO PRESENT

EXECUTIVE VICE PRESIDENT – SALES, NORTH & SOUTH AMERICA | 2012 TO PRESENT

Drive sales for **\$2.2B** public company; oversee **11** Executive Level direct reports and **630** employees in national sales center. Gained reputation as superior leader as evidenced by **100%** retention of original inherited staff.

- ▶ **Managed sales stemming from an increase in accounts serviced from 200 to 1200 accounts.**
- ▶ **Established clear expectations for staff; leveraged ability to identify talent and position employees in areas of company where they flourish. Mentored fast-track employees in sales, marketing and client service areas.**

GROUP VICE PRESIDENT – SALES, NORTH AMERICA | 2008 TO 2012

Managed sales commercial and consumer accounts. Oversaw **\$1.3B** P&L, **575** employees, and marketing/affinity programs. Held consultative role for international sales efforts.

- ▶ **Slashed client onboarding process from 10+ days to 2 days; reduced client acquisition expenses by \$32M.**
- ▶ **Produced significant growth in key metrics of revenue (+4%), operating income (+12.6%), and new units (+16%).**

AREA VICE PRESIDENT - CONSUMER SALES & MARKETING NORTH AMERICA | 2001 TO 2007

Directed all MDR consumer sales channels, **675**-member distribution network and **20** strategic partnerships.

- ▶ **Generated record-breaking performances in units (3 consecutive years) and revenue (4 consecutive years).**

SVP SALES DISTRIBUTION CHANNEL DEVELOPMENT | 1994 TO 2001

Recruited to build a custom distribution channel, including legal structure, IT platform, and funding structure.

- ▶ **Grew distribution channel from 35 to nearly 500 worldwide.**
- ▶ **Reduced employee turnover rate from 78% to 22% and increased sales closing rate by 28%.**

EDUCATION

UNIVERSITY OF VIRGINIA, CHARLOTTESVILLE, VA | MASTERS OF BUSINESS ADMINISTRATION

NORTHWESTERN UNIVERSITY, EVANSTON, IL | BACHELORS OF SCIENCE, ECONOMICS