

Harry J. Atkins

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Professional Summary

Goal-focused, results driven sales/management executive with 19 years of experience developing and leading multiple locations and territories to award winning sales growth, profitability, and best in class service delivery within very competitive markets. Strong team leader and communicator with innate ability to recruit, build and retain top-performing teams, forging strong relationships with external and internal business partners, resulting in an increase in market share, profit margins and revenue growth.

Track Record of Success

- Experience developing and maintaining a high level of customer satisfaction/loyalty by providing the customer with value and not maximizing short term profits at the expense of consistent growth and longevity in the market place.
- Special expertise in leadership development of direct reports, proactively upgrading teams by maximizing site visits and joint sales calls, using reporting metrics and performance reviews to evaluate, coach and mentor high potential talent, leveraging strengths and addressing challenges.
- Identifying and capitalizing on new growth opportunities through market analysis that help drive recruiting, sales and operations results.

Professional Experience

DISTRICT MANAGER: TOWNE PARK, MINNEAPOLIS, MN (01/13-CURRENT)

Towne Park provides hospitality staffing and valet parking solutions to hotels and hospitals.

- ♦ Total responsibility for district performance in Minneapolis, financial, client retention, operations, human resources, new sales and profitability.
- ♦ Minneapolis district senior business consultant, gaining a thorough understanding of customer goals and business objectives and selecting appropriate solution to meet those objectives.
- ♦ Direct the sales and client activities of Account Managers and Business Development representatives by leading internal weekly sales and op's meeting, along with developing and presenting monthly proof of performance and quarterly reviews for client.
- ♦ Turned around YOY downward sales trend at two tenured clients, by presenting new value added solutions and service models, current run rate will have both clients finish \$250k above budget.

AREA MANAGER: KELLY SERVICES, ST. PAUL, MN (2006-2013)

- ♦ Direct all business operations with full responsibility and accountability for **P & L, strategic planning, business development, operations, and customer service** for multiple business lines in the Minneapolis/St. Paul market with revenue totaling more than **\$15 million** annually.
- ♦ Recognized by executive management three years in a row for the highest return on sales (**contribution**), highest **GP%** and two years in a row for service delivery results, **#1** of 31 markets nationally.
- ♦ Create additional value for existing customer base by effectively cross-selling multiple product lines and consistently following through on partnership initiatives resulting in customer retention rate of **88%** and double digit year over year revenue growth with the markets top customers.
- ♦ Directed and participated in new sales wins and contract renewals for contingent and direct hire staffing needs with the markets marquee prospects and customers (**Ecolab, Thomson Reuters, Mayo Clinic, Iron Mountain, Dow Water**) through a staff of 35 and 8 direct reports.
- ♦ Recruited by client to lead a **positive root cause investigation** of safety and compliance process, after leading a team of 125 contingent employees to **55 consecutive months of zero OSHA** recordable incidents
- ♦ Spearheaded the launch of the Minneapolis/St. Paul markets **Customer Engagement** program that measures clients loyalty and satisfaction, developed best practices and implemented corrective action plans.

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- ◆ Develop and present quarterly business reviews with the markets most strategic customers, reporting on financial results, service delivery and results of partnership initiatives.

DISTRICT MANAGER: HERTZ LOCAL EDITION, ST. PAUL, MN (2003-2006)

- ◆ Full strategic operations and P & L responsibility for all financial affairs and customer satisfaction results in the market, lead staff of **45** through **12** direct reports.
- ◆ Recruited to develop and lead the implementation of the sales/operations strategy for a new startup division, **Hertz Local Edition**, launching **12** off airport locations in the Minnesota market.
- ◆ Prospected and developed an entirely new market for the organization, with 85% of new business won through personal sales efforts.
- ◆ Coached and developed Branch Managers, business development and customer service reps in the areas of prospecting, negotiating, B2B and ancillary sales strategies.
- ◆ Incrementally grew total sales revenue from **zero to \$600K** to a peak of **6.4 million**.
- ◆ Spearheaded the local corporate/business travel sales strategy for the market, resulting in consistent year over year revenue growth, an increase of **10-15%**, outperforming the Midwest region average of **6%**.
- ◆ Lead and directed the Minnesota markets insurance replacement sales initiative, achieving **#2** market share in the Minneapolis/St. Paul market for insurance replacement revenue with three of top national insurance companies (**State Farm, American Family, Progressive**).
- ◆ Partnered with human resources/training and development leadership to develop a recruiting and retention plan that identified and rewarded top sales talent, creating one of the top three performing districts in the Midwest.

MANAGING DIRECTOR: PROSTAFF, MINNEAPOLIS, MN (2002-2003)

- ◆ Total responsibility for territory revenue growth and profitability.
- ◆ Identified strategic market growth industries with prospects and new clients in conjunction with developing territory focus for outside and inside sales teams.
- ◆ Turned around sales and increased product-line penetration (medical assembly staffing) by 20%.

CORPORATE ACCT MANAGER: ENTERPRISE RENT-A-CAR, MPLS, MN (1997-2002)

- ◆ Recruited by group VP/General Manager to aggressively pursue new and grow existing corporate travel revenue for **20** branch locations in the state of Minnesota.
- ◆ Exceeded revenue goals four consecutive years, while maintaining profit margins, significantly increased corporate/business travel revenue from **1.6 million to 7 million**.
- ◆ Lead the redesign and building of existing customer base by re-qualifying end-users and selling several high volume new accounts (**3M, General Mills, Land O Lakes, Siemans, Minnesota Vikings**) along with improving active account ratio from **31% to 88%**.

BRANCH MANAGER: ENTERPRISE RENT-A-CAR:

St. Louis Park, Brooklyn Center and St. Paul, MN (1994-1997)

- ◆ Ranked **#1** Branch Manager in Minnesota 7 of 11 qtrs based upon markets stack ranking metrics.
- ◆ Responsible for expansion in St. Paul from one location to three, by selling new accounts to branch client base and expanding market share with customers throughout St. Paul market.
- ◆ Increased and maintained customer service quality index rating from **52% to 90+%**.

Education

BS (Bachelor of Science)

- ◆ North Dakota State University 1994

Professional Training and Development

- ◆ Leadership Training for Manager- Dale Carnegie Sales Training
- ◆ Sales Advantage- Dale Carnegie Sales Training
- ◆ Consultative Negotiations and Selling- Richardson Sales Training
- ◆ Coaching and Developing for Results