

I have 32 years of sales and marketing experience and success. If CMG is a company that values the senior-level experience and know-how that come with a person of that tenure, would benefit from a professional who works easily and effectively with team members of all ages, backgrounds, and specialties, and who can both learn from others readily and help coach and teach others in turn, then I would enjoy speaking with you about the Lead Generator position. I live and work in Cleveland, OH and would work remotely.

[LinkedIn](#)

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Sales Lead Generation and Development

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Summary

Experience in professional B2B demand generation, sales, business development, and account management, developing new sales, revenue, and profits for B2B software companies through:

- Development of robust sales pipelines
- Development of messaging for new customer acquisition
- Building of strong, large, relevant prospect databases
- Expert design, execution, and management of sales lead generation and nurturing efforts
- Design and execution of email campaigns for new customer acquisition
- Professional, effective sales presentations
- Significant reduction in length of sales cycle through improved sales, lead generation, and lead development techniques

Experience

Principal/Founder

SalesEngine

June 1999 – Present (14 years 5 months)Cleveland/Akron, Ohio Area

- Increased sales for clients by an average of 25%
- Operate a sales lead generation and development service for B2B clients, specializing in serving B2B software providers
- Develop robust sales pipelines with hundreds of new, highly qualified prospects for clients
- Develop messaging for new customer acquisition
- Build and maintain better, larger, more relevant prospect CRM databases
- Expertly design, execute, and manage lead generation effort for clients
- Design and execute effective email campaigns and telecontact campaigns for new customer acquisition
- Expertly design and execute effective sales presentations
- Negotiate contracts
- Completely manage sales cycle, from initial lead development through to successful close
- Significantly reduce length of sales cycles

Senior Account Executive

Trace One, Inc.

September 2012 – April 2013 (8 months)Cleveland

- Achieved the following results, among others:
- Obtained an invitation for Trace One to an RFP worth \$500,000 issued by Meijer, a large retailer
- Engaged Buffalo Wild Wings, a national restaurant chain, at the VP level, setting up meeting with Trace One executives

- Engaged a team of marketing executives at Amazon.com, setting up a pre-qualified, in-person meeting at Amazon.com headquarters
- Responsible for sales lead generation for Trace One's Product Lifecycle Management solutions to North American retailers, restaurant chains, and food services companies; working with prospect companies like Target, McDonald's, Sysco, and Best Buy
- Responsible for target list development, lead generation, prospecting, email campaigns, presentations, and nurturing
- Developed targeted prospect list of 234 large retailers with 4000 contacts

Senior Account Executive

BrandMuscle, Inc.

March 2010 – August 2012 (2 years 6 months)Cleveland

- Responsible for bringing in six new flagship accounts
- Responsible for sales cycle for BrandMuscle's local marketing automation software and services to Fortune 1000 companies and other large business clients
- Developed qualified sales pipeline of 335 new prospect accounts
- Developed 14,000-contact sales database for ongoing, vertically targeted sales and marketing efforts
- Development and continual improvement of messaging for sales efforts
- Developed scalable, repeatable sales lead generation and nurturing process
- Reduced sales cycle from three years to eight months by implementing improvements in sales methodology

Senior Account Representative

Honeywell, Inc.

June 1997 – June 1999 (2 years 1 month)Cleveland

- Increased sales in territory by 20%
- Responsible for selling Honeywell control systems and energy engineering services to new industrial and commercial clients
- Successfully targeted, prospected, cold called, nurtured, developed, and closed new clients for Honeywell
- Quarterbacked multi-disciplinary team of engineers, product specialists, and contractors to respond to RFPs and provide service
- Successfully made sales presentations to executive management at prospect organizations

Marketing Manager

The Cleveland Electric Illuminating Company

June 1995 – June 1997 (2 years 1 month)Cleveland

- Created and managed successful industrial and commercial marketing programs designed to increase market share and boost revenue
- Created and managed the 'NightVision' program for commercial and industrial lighting, creating a vendor and contractor network that designed and installed decorative and architectural lighting for industrial and commercial users in order to boost electrical sales and revenue; designed and managed sales, marketing and advertising strategy to drive new users to the program
- Created and managed electric fork lift marketing program to sell electric lifts to industrial and commercial users to increase sales and revenue

Principal

Self-employed industrial energy consultant

June 1994 – May 1995 (1 year)Cleveland

- Opened Cleveland, Ohio office for small industrial energy provider, established significant industrial customer base

Customer Manager

The East Ohio Gas Company (now Dominion)

June 1982 – May 1994 (12 years)Cleveland

- Managed customer base of \$30MM in annual revenue, grew sales within assigned accounts by an average of 20%
- In charge of managing complex, multi-faceted relationships with large industrial B2B clients, including Ford Motor, General Motors, Frito-Lay, and The Hoover Company
- Responsible for quarterbacking a large cross-functional team of account service specialists and engineers to provide services to clients

- Helped executive team develop sales retention and growth strategies for target accounts
- Twice selected as Top Industrial Salesperson of the Year
- Negotiated large sales contracts

Education:

Bachelor of Science, Electrical Engineering, Case Western Reserve University

Various continuing education courses and seminars over 30 years in sales and technology