

ETTI SIMON

4 Smith Street | Memphis, TN 37111-4556 | 333-434-5555 | ettisimon@net.net

DYNAMIC SALES MANAGER

A dynamic and driven Sales Manager with a solid reputation in client development, product promotion and creative sales strategies. Results-oriented manager with broad and diversified experience in corporate strategy, finance, advertising and marketing; consistent record of success in management of top-priority objectives. Verifiable achievements; exceeded sales goals by 20% and received a major citation for attaining the organization's highest revenue and profit gains in 2005. Fluent in German and Japanese. Conversant in Russian and Chinese.

PROFESSIONAL EXPERIENCE

U.S. EDUCATION TECHNOLOGY, Knoxville, TN 1996-Present

Reporting to the CEO, directly responsible for the success of 20 sales specialists in one of the nation's foremost firms in bringing the latest technologies into the educational marketplace, with annual sales projections of \$2 million.

National Sales Manager

- Planned, developed and launched a new national sales department, which included the creation of marketing plans, cost analysis, marketing and sales territories, manuals and presentation materials.
- Led a team that canvassed 33 states in just 90 days and gained a solid foothold in a market previously closed to other competitors.
- Surpassed sales forecasts by 20% despite the fact that the company was unknown and pricing was above that of the competitor.
- Targeted decision making executives and carefully developed a level of credibility and trust, thereby growing brand loyalty.

BRITTANY EDUCATIONAL CORPORATION, Springfield, IL 1991-1996

Served as a top sales person and manager for an industry pioneer in providing reference materials to libraries and media centers throughout the world, with annual sales totaling \$35 million.

Southeastern Regional Manager, Instructional Materials Division

- Led a team that competed with 15 companies and through thorough analysis, developed a pricing structure that met with federal and state spending guidelines.
- Demonstrated the value of products through careful analysis of data and comparative test scores that showed there were significant gains in student achievement by users of the product.
- Proved the value of the materials even though they were ten times more costly than products previously used by clients.
- Developed and improved a territory in a disadvantaged area of the state.
- Promoted and successfully sold out a complete catalog line of educational materials.

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SOUTHLAND PARALEGAL INSTITUTE, Knoxville, TN 1995-1996

Developed the admissions services for this paralegal institute heralded as the only school in the Southeast that was sanctioned by the American Bar Association.

Director of Admissions

- Built partnerships with local firms through placement of specially trained and carefully selected interns, bringing credibility to the institute, its programs and its students.
- Developed the admissions department and in one year, increased enrollment from 100 to 333 students.

DAVIDSON EDUCATIONAL CENTER, Knoxville, TN 1995-1996

Managed student entrance, corporate programs and served as a faculty member for this vocational school that served the Nashville area.

Admissions Counselor

- Developed relationships with industry leaders and promoting the school as an area leader.
- Demonstrated the impact the school's graduates would have on firms throughout Nashville.

UNITED STATES COMMERCE DEPARTMENT, Washington, DC 1993-1995

Represented this member organization charged by lobbying for businesses nationwide and protecting its membership from competition from businesses in foreign nations.

Field Representative

- Devised and implemented a new and more efficient way to track leads.
- Exceeded the organization's rigorous expectations in building new business.

EDUCATION

MIDDLE TENNESSEE STATE UNIVERSITY, Knoxville, TN

B.S. in English & History, Cum Laude

HONORS & RECOGNITION

Sales Manager of the Year, U.S. Education Technology, 2005

Invitational Tennessee Tennis Championship, Winner, 1998

Brittany, President's Club, 1997

Brittany, Rookie of the Year, 1990-1996

Davidson Educational Center, Instructor of the Quarter,

Director of Admissions, Corporate Programs Administrator, Faculty Member