

# DOUGLAS DAVIDSON

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## SENIOR-LEVEL SALES MANAGEMENT

**P&L Management ♦ Loss Prevention/Shrink Control ♦ Sales and Business Development  
Budgeting and Expense Control ♦ Strategic and Market Planning ♦ Presentations and Training  
Key Account Management/Retention ♦ Merchandising/Inventory Control  
Contract/Price Negotiation  
Staff Development and Motivation**

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## PROFESSIONAL PROFILE

- ♦ Senior entrepreneurial executive with more than 14 years of experience managing sales, marketing, operations, personnel and merchandising at the district, regional, and corporate level for both start-up and established retail and manufacturing companies.
- ♦ Strong leader with motivational management style and reputation for building and retaining highly motivated sales teams, distributor networks, and manufacturers' representatives.
- ♦ Results-oriented achiever with excellent track record for identifying opportunities for accelerated growth.

## PROFESSIONAL EXPERIENCE

### **Major Account Manager, NetPro, Inc., Scottsdale, AZ, 2003 to Present**

- ♦ Sold NetPro Systems Solutions to both partner and end-user accounts as senior sales manager.
- ♦ Oversaw strategic account planning, business development, sales forecasting, marketing, pricing, training, and hiring of personnel for all channels in the Phoenix area.
- ♦ Generated more than \$42 million in annual revenues.
- ♦ Maintained 120 percent year-over-year growth rate for two years.
- ♦ Oversaw design and structure of NetPro's Specialization plan.

### **Major Account Manager, SoftCom Corporation, Phoenix, AZ, 2000 to 2003**

- ♦ As senior sales manager, sold SoftCom's solutions to partner and end-user accounts.
- ♦ Oversaw strategic account planning, business development, sales forecasting, marketing, pricing, training and hiring of personnel for the retail vertical in the United States.
- ♦ Generated more than \$26 million in annual revenues.
- ♦ Maintained a 100 percent achievement rate year-over-year.

### **Director of Sales, BTEK Software Inc., Phoenix, AZ, 1999 to 2000**

- ♦ Sold BTEK Software Inc.'s solutions to partner and end-user accounts in senior sales manager role.
- ♦ Oversaw P & L, strategic account planning, business development, sales forecasting, marketing, pricing, training and hiring of personnel for all channels in the United States and Latin America.
- ♦ Directed sales force of four and operational support staff of 15 people.
- ♦ Contributed \$10 million to budgeted revenues of \$40 million.
- ♦ Accounted for more than 25 percent of company's revenues.
- ♦ Maintained 10 percent growth rate year-over-year.
- ♦ Developed company's volume licensing structure.
- ♦ Negotiated volume licensing agreements with all partners.
- ♦ Participated in developing and creating OEM partner sales program, Reseller Alliance program, Developers Alliance program, and all channel strategies.
- ♦ Acquired IBM, Compaq, and Gateway2000 as OEM partners.
- ♦ Participated in strategic planning process for channel marketing programs.

### **Director of Technical Services and Operations, Kinetik-IT, Phoenix, AZ, 1998**

- ◆ Directed and operated 24 by 7 imaging department of a multimillion-dollar organization while handling full P & L and day-to-day operations responsibility.
- ◆ Defined internal hardware, software, and networking standards.
- ◆ Created reengineering plan to implement standards without interrupting operations.
- ◆ Shifted manual procedures to automated procedures and processes, thus saving the company more than \$500K in a six-month period.
- ◆ Planned and implemented all automated procedures within six months.
- ◆ Managed all technical support provided to end-user accounts.
- ◆ Researched and defined all technical support and custom service offerings.
- ◆ Defined and implemented bulletin board system used in multiple US cities.
- ◆ Developed and implemented an asset tracking system.

### **Business Analyst, Active Technologies Inc, Phoenix, AZ, 1997**

- ◆ Defined and modeled all current manual and automated procedures in an Active Technologies Inc. location.
- ◆ Re-engineered all processes to make them more efficient and effective.
- ◆ Integrated redefined procedures into project plan for newly defined systems.

### **General Manager, Active Technologies Inc, Phoenix, AZ, 1995 to 1997**

- ◆ Acted as general contractor for store from inception to grand opening.
- ◆ Hired all personnel and oversaw 101 employees; achieved zero turnover rate in personnel.
- ◆ Directed operations of 35,000-square-foot computer superstore generating \$50 million of revenue annually; assumed full P & L responsibility.
- ◆ Brought operation to profitability within six months of opening.
- ◆ Developed and implemented CNE training programs and launched nationwide; added \$2 million annually in training revenues.
- ◆ Designed retail merchandising strategies.
- ◆ Initiated and implemented product liquidation strategies.

### **Reseller Account Manager, Excelco, Phoenix, AZ, 1993 to 1995**

- ◆ Directed staff of five reseller sales associates and held full P & L responsibility for them.
- ◆ Oversaw 500+ reseller accounts in two states, generating more than \$3 million in revenue.
- ◆ Handled strategic account management of Comp-2-It Computer Center.
- ◆ Supervised all reseller activities, including seminars, training events and joint marketing.
- ◆ Oversaw volume licensing agreements for all products in both states.

### **District Sales Manager, The Computer Store, Phoenix, AZ, 1992 to 1993**

- ◆ Oversaw seven stores in two states and nine stores in Arizona; held full P & L responsibility.
- ◆ Managed more than 75 employees and \$2 million in revenue.
- ◆ Controlled and directed operations and budget for regional office.

## **EDUCATION**

- ◆ *Bachelor of Arts in Economics*, University of Arizona, Tucson, AZ, 2003
- ◆ *Additional Coursework and Professional Development:*
  - Management Training, NetPro Systems, 1999
  - Sales Management, University of Arizona, 1998
  - Small Business Management, University of Arizona, 1995
  - Strategic Selling, Miller-Heiman, 1994
  - Management Training, Excelco, 1991
  - Holden Sales Training, 1990

## **PROFESSIONAL CERTIFICATIONS**

- ◆ Master Certified Novell Engineer
- ◆ Certified CISCO Design Associate
- ◆ Certified CISCO Network Associate