

PHILLIP A. SMITH

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SALES, MARKETING AND BUSINESS DEVELOPMENT PROFESSIONAL

Business strategist and leader in sales/product management, marketing, business development and training; Ability to focus on client needs and deliver results by clearly defining goals and objectives and providing quality client relationships. Competitive and enterprising; works competently and efficiently in a “bricks and mortar” or a virtual office environment; Strong organization and communication skills.

CORE COMPETENCIES

Sales and Product Management - Customer Relations and Education - Leadership and Mentoring
Goal Setting and Account Management - Team-Building, Coaching, Training, and Motivating
Marketing and Public Relations - Business Strategy and Development - Negotiating and Problem-Solving

PROFESSIONAL EXPERIENCE

University at Buffalo • 2008 - 2010

Director of Development

- Developed and coordinated gift giving activity for the Graduate School of Education.
- Managed all Stewardship activity and arranged alumni face to face meetings.
- Proposed a Deans Development Council.
- Supported the Schools of Management, Engineering and Medicine in major gift efforts.

Accomplishments:

- Directed a 73% increase in annual giving - Graduate School of Education.
- 64% increase in commitment to long term pledges – Graduate School of Education.
- Developed and closed a \$2 million planned gift combined with an annual gift component.
- Developed an Endowed Chair campaign and an Honors giving program.
- Introduced new digital newsletter and website format.

ING, Buffalo, New York • 2004 - 2007

International, Holland-based bank and insurance company with offices in North America.

Financial Advisor

- Consulted with K-12 educators regarding retirement planning and savings.
- Assisted clients in asset management.
- Negotiate sales of life, long-term, health, and disability insurance.

Accomplishments:

- Increased client base by 100%.
- Supervised and managed investment portfolio of \$8.5M.
- Developed a marketing campaign for new client acquisition.

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AT&T, Buffalo, New York • 1991 - 2004

Long distance/toll-free voice, data networking, and internet Communications Company.

Senior Account Manager

- Produced sales proposals for organizations that met telecom, data, internet and website requirements.
- Managed national, international and local accounts.

Accomplishments:

- Boosted annual regional revenue stream to \$12.5M, reaching 250% of quota.
- Negotiated and signed new vendor contracts totaling \$10.5M.
- Ranked #1 among 6 regions in client loyalty with a 100% client retention rate.
- Grew regional revenue by 48%, year to year.
- Worked with management to develop new ordering process.
- Associate Vice President of Branch Council.
- Sales and Retention performance was in the top 10%.

SAUNDERS & LYONS ADVERTISING, Buffalo, New York • 1989 - 1991

Commercial Advertising company

Sales Manager

- Researched and developed new business opportunities.
- Implemented proposals for new client marketing campaigns.
- Managed business development team.
- Led the move to converting to computer networking within agency.

Accomplishments:

- Secured \$2.5M in new promotional marketing & advertising sales.
- Developed long-term media campaign for local media outlet.

Career Notes: Prior experience as **Owner/Manufacturing Representative** at **Technimark Associates** and **Regional Account Manager** at **WBEN 930 Radio**

EDUCATION

Master of Education

State University of New York, Buffalo, New York

Bachelor of Science

State University of New York, Buffalo, New York

PROFESSIONAL DEVELOPMENT / TRAINING

Master, AT&T World Class Sales Leadership

AT&T Certified, IP (Internet)/DTCI (Data)

New York State Licensed, LIFE and HEALTH Insurance

Licensed, Investment Company Products/Variable Contracts Representation-Series 6

Uniform Securities Agent State Law Examination Series 63

PSIA Level II Ski Instructor / Master Teacher Certified

AWARDS

AT&T Gold Club

AT&T Eagles Club

AT&T Top 10 Sales Award 3X

Recognized as the largest producer of Radio Advertising in Buffalo NY Market

COMPUTER SKILLS

Microsoft Office, Word, Excel, Power Point