

VANESSA CALDWELL

BUSINESS DEVELOPMENT • REGIONAL SALES LEADERSHIP

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Build High-Value Pipelines, Expand Strategic Accounts, and Turn Market Insight into Profitable Growth.

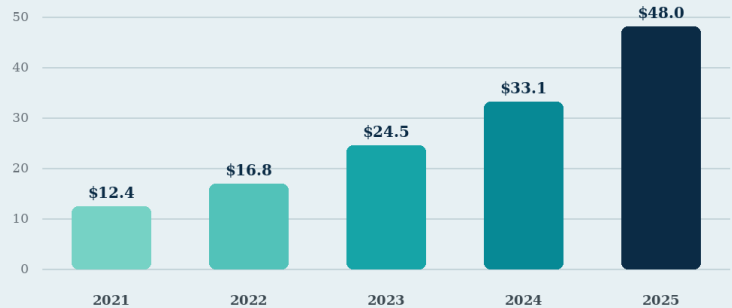
Customer-centered Business Development Manager and Regional Sales Leader with 16+ years of success in accelerating B2B revenue, opening new markets, winning complex enterprise agreements, and building accountable sales teams across industrial, packaging, automation, and logistics environments. Combine consultative discovery, commercial strategy, value-based selling, and executive relationship management to convert business challenges into differentiated solutions and recurring revenue. Restore underperforming territories, expand strategic accounts, improve forecast reliability, and develop sales talent.

PERFORMANCE HIGHLIGHTS

- ▶ 16+ Years B2B Sales Leadership
- ▶ \$48M Regional Portfolio
- ▶ \$22.6M Net-New Revenue
- ▶ 137% Average Quota Attainment
- ▶ 94% Strategic-Account Retention

REGIONAL PORTFOLIO GROWTH

Managed annual revenue • 2021–2025 • \$M



STRATEGIC SALES EXPERTISE

Revenue Growth & Market Expansion

Enterprise Business Development

Territory Strategy & Execution

Consultative & Value-Based Selling

Strategic Account Management

Pipeline & Forecast Governance

Contract Negotiation & Pricing

CRM, Analytics & Sales Enablement

Team Building & Performance Coaching

SALES LEADERSHIP EXPERIENCE

MERIDIAN MATERIAL SOLUTIONS

Privately held packaging, automation, and supply-chain solutions provider • Charlotte, NC

REGIONAL BUSINESS DEVELOPMENT DIRECTOR | 2021–Present

\$48M Portfolio • 11-Person Team

Direct regional growth strategy, enterprise acquisition, key-account expansion, pricing, forecasting, and talent leadership across 10 Southeastern states. Lead eight business development executives and three proposal and sales-operations professionals serving manufacturers, distributors, healthcare networks, food producers, and multi-site consumer brands. Partner cross-functionally to develop sound solutions spanning packaging materials, automation, inventory programs, and managed services.

Build scalable revenue engines by translating market intelligence into focused sales plays, stronger pipelines, enterprise wins, customer expansion, and disciplined commercial execution.

- \$22.6M net-new revenue
- 137% average quota
- 94% account retention
- 92% forecast accuracy

- Expanded annual regional revenue from \$12.4M to \$48M and lifted gross margin from 18.6% to 26.8% by converting stand-alone product sales into bundled materials, automation, and managed-service agreements.
- Generated \$22.6M in net-new revenue and averaged 137% of quota from 2022 through 2025 after installing stage-based pipeline governance, weekly deal coaching, and executive sponsorship for the region's highest-value pursuits.
- Won a \$27M three-year enterprise agreement with a 42-site consumer-products manufacturer by diagnosing downtime exposure, aligning finance around a standardized solution, and quantifying \$4.3M in projected operating savings.
- Increased account revenue 43% and sustained 94% retention through quarterly business reviews, whitespace plans, customer-health indicators, service-recovery protocols, and coordinated cross-selling across five solution categories.
- Improved forecast accuracy from 68% to 92% and shortened the average sales cycle from 112 to 76 days by defining exit criteria, strengthening discovery/economic-buyer access, instituting action plans, and standardizing CRM inspection.
- Built an 11-person sales and proposal organization with 90% retention and five internal promotions through selective hiring, structured onboarding, performance calibration, and transparent career paths tied to competencies/results.

REGIONAL SALES PERFORMANCE SCORECARD

Revenue growth • customer value • sales execution • talent leadership

NET-NEW REVENUE

\$22.6M

2022-2025

QUOTA ATTAINMENT

137%

4-YEAR AVERAGE

CUSTOMER RETENTION

94%

STRATEGIC ACCOUNTS

TEAM LEADERSHIP

11

SALES + PROPOSALS

Regional Business Development Manager | 2017-2021

7-State Territory • \$21.8M Revenue

Recruited to rebuild an underperforming seven-state territory and create a repeatable acquisition model for mid-market industrial and commercial customers. Owned prospecting, discovery, solution design, proposals, pricing, negotiation, closing, onboarding, distributor development, account planning, and forecast reporting.

- **Added \$10.8M in annual revenue and 46 new customers** through disciplined outbound campaigns, distributor and consultant alliances, plant-level discovery, and executive presentations anchored in total-cost-of-ownership analysis.
- **Negotiated a regional distribution alliance that generated \$6.2M in incremental revenue within 24 months** by aligning coverage rules, joint-account planning, lead sharing, training, service levels, and performance incentives.
- **Designed a CRM-based qualification and pipeline model adopted across four regions**, increasing qualified opportunity value 52%, raising win rate nine percentage points, and giving leadership a dependable 90-day revenue view.
- **Closed a \$3.6M automation and supply agreement with a food manufacturer** after coordinating site audits, engineering validation, trial production, ROI analysis, and phased implementation that reduced direct labor expense 14%.

NORTHSTAR INDUSTRIAL SYSTEMS

Industrial automation, maintenance, and technical-services company • Raleigh, NC

Territory Sales Manager | 2012-2017

Carolinas • Manufacturing & Distribution

Managed a two-state territory selling capital equipment, automation upgrades, preventive maintenance, and technical services to manufacturers and distribution centers. Coordinated applications engineering, service, finance, and implementation teams from discovery through commissioning.

- **Grew revenue from \$6.5M to \$18.2M and expanded gross profit 164%** by targeting capacity-constrained plants, building executive and operations relationships, and converting equipment transactions into multi-year service agreements.
- **Secured a \$5.4M competitive replacement project across three distribution centers** by identifying throughput bottlenecks, orchestrating a proof of concept, and presenting a phased capital plan with a 22-month payback.
- **Protected 96% customer retention and recovered a \$1.9M at-risk account** through executive escalation, root-cause analysis, service recovery, revised preventive-maintenance coverage, and monthly performance governance.
- **Earned President's Club recognition in four of five years and ranked among the top three of 38 territory managers** for balanced performance across revenue, gross margin, new accounts, service attachment, and retention.

HARTWELL LOGISTICS SOLUTIONS

Asset-light transportation and distribution-services provider • Greensboro, NC

Account Executive | 2008-2012

New Business • Carolinas Market

Designed new transportation, warehousing, and relationships with manufacturers, and distributors. Managed prospecting, freight analysis, proposal development, pricing coordination, contract negotiation, implementation, and account transition.

- **Sold \$9.1M in cumulative new business and averaged 121% of annual goal** by converting freight-spend analysis and network modeling into measurable cost, service, and capacity improvements.
- **Opened the company's Carolinas growth market and acquired 32 customers in three years** through targeted industry campaigns, association engagement, referral partnerships, and disciplined multi-threaded follow-up.

SELECTED SALES IMPACT



\$27M ENTERPRISE AGREEMENT

42 sites • standardized solution • \$4.3M projected savings • three-year term

\$6.2M CHANNEL EXPANSION

Regional alliance • joint account planning • lead sharing • enablement • incentives

\$22.6M NET-NEW REVENUE

Market segmentation • pipeline governance • executive sponsorship • disciplined execution

34-DAY FASTER SALES CYCLE

Exit criteria • mutual action plans • economic-buyer access • CRM inspection

EDUCATION

Bachelor of Science, Marketing | University of North Carolina at Charlotte

DEVELOPMENT

Strategic Selling • Value-Based Negotiation • Sales Leadership • Financial Acumen

TECHNOLOGY

Salesforce • HubSpot • Microsoft Dynamics 365 • Power BI • Tableau • LinkedIn Sales Navigator

RECOGNITION

Four-Time President's Club • Regional Growth Award • Sales Excellence Mentor