

**John Wagner
15849 N. 71st St.
Scottsdale AZ.
602-510-5116**

Summary of Qualifications

Experienced Executive Sales Professional with a strong background in communication and planning skills along with extensive experience in delivering high level management presentations to the “C” suites. Also very adept at increasing revenue within existing client bases, developing long-term client relationships and bringing creative marketing approaches to close new clients.

Professional Highlights

Sales Leader that launched a start-up online education program that grossed in excess of \$6 million in 5 years.

Guest Speaker at large client conference and spoke before over 12, 000 attendees.

Maintained a 98% client retention rate.

Collaborated with US State Department for virtual education programs for overseas schools.

Areas of Expertise

Presentations to C Level Executives expertise	Long Term Business Strategies	RFP/RFI
Creative Marketing Planning	Contract Pricing and Negotiation	Customer Service

Professional Experience

Vice-President of Business Development, Studio011, Scottsdale AZ. January 2013 to present.

In charge of developing all sales and marketing strategies including development of all collateral material and PowerPoint presentations for high end custom ironwork company serving the construction industry in start up phase.

-Developing close working relationships with custom home builders, production home builders, architects and interior designers to generate revenue for company and build on-going sales pipeline.

-Networked company in to inner circle for Arizona Builder's Association, a leads trading group of suppliers to building industry.

-Active member in Arizona Builders Association and Northern Arizona Chapter of American Society of Interior Designers (ASID) to develop long term relationships and exposure

-Total sales to date \$280,000

Director of Marketing and Community Relations, AZSourcing /Phoenix Mart, Scottsdale AZ. August 2011 to January 2013.

In charge of marketing and community relations for 1.5 million square foot international manufacturing/wholesale trade center being built in Casa Grande Arizona. First such business model in U.S.

-Worked on marketing and sales campaigns to attract tenants from across the U.S. and internationally for sourcing center.

-Developed close community ties and support for project with various community groups in

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- Developed close community ties in Maricopa, Pinal and Pima Counties to promote the project.
- Networked with ProMexico, Economic Development arm for Mexico, to recruit firms from Mexico for trade center.
- Worked with Congressman Paul Gosar's and Senator Jon Kyl's offices to identify companies/international economic development arms from emerging markets for Phoenix Mart. Also developed P.R. campaigns for the project through congressional press releases.
- Opened up dialogue/ relationships with economic development arms for governments of China, Brazil, Canada, Vietnam and India to develop referral strategies for business partnerships for project.
- Developed sales pipeline process for lead generation and lead follow up along with development of collateral sales material.

Vice-President of Business Development, Testteachers, Scottsdale, AZ. 2006-2011

Sales Leader in launching start-up IT on-line education insurance & securities pre-licensing company.

- Developed profitable relationships with 16 large and high profile insurance and securities firms to assist them with their staff licensing process including MetLife, Primerica, American Funds and New York Life among others.
- Total personal sales in excess of \$6 million in last 5 years (from on-line company inception).
- Delivered over 50 presentations to executive management (decision makers) and client groups in excess of 3,000 people.
- Worked with graphic artist to develop all collateral sales material, PowerPoint presentations and display booth design.

Director of Marketing and Sales, Education 2020, Scottsdale, AZ. 2003-2006

Develop marketing and sales strategies for virtual IT education Software Company for public schools, charter schools and other educational groups. The company offers a full curriculum for grades 6-12.

- Implemented contract with Compass Learning (virtual learning company). Developed and trained external sales staff that produced \$1.2 million in sales.
- Personally produced \$830,000 in sales.
- Created role of Customer Service Director in charge of contacting all accounts bi-monthly resulting in 98% client retention.
- Trained and educated new clients about Education 2020 navigation systems and program applications.
- Initiated professional development program for the firm

Education:

B.S. Communications Central Michigan University-1980

Professional and Civic Involvement:

- Central Arizona Shelter Service (CASS-largest homeless shelter in Arizona). Former auxiliary fundraising board member and Past President. Our board raised in excess of \$400,000 during that period for homeless shelter.
- Founded Boy Scout Troop for Vista Colina Family Shelter-Long term family housing for CASS. Met with boys almost every Saturday for 3 years to do activities and work on advancement.
- Greater Phoenix Association of Health Underwriters (health insurance association) past board member and President . Life and Health licensed.