

Cameron Malfara

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A dynamic Sales Director with 10+ years of experience building and leading high-performance sales organizations to exceed revenue targets for enterprise companies. A proven track record of establishing enduring relationships with clients founded on trust and integrity. Adept at defining innovative growth strategies to drive new business development.

Education

**Master of Business Administration (M.B.A.)
Strategic Selling & Sales Leadership**

Columbia University, New York, NY
September 2011 – June 2013

**Bachelor of Science (B.S.)
Marketing**

Columbia University, New York, NY
September 2009 – June 2013

Key Skills

- Sales Strategy
- New Business Development
- Territory Management
- Organizational Development
- Cross-functional Leadership

Certifications

- Certified Master Sales Professional, NASP, 2015
- Certified Professional Sales Leader (CPSL), NASP, 2013

Professional Experience

Vice President of Sales

Grayson Medical Device Co., New York, NY
July 2016 – Present

- Manage a sales department comprised of 50+ representatives and account managers, oversee all aspects of the sales cycle, and develop high-impact training programs to improve close rates, resulting in a 160% quota attainment across the team
- Serve as the point of contact for client stakeholders and C-level executives, represent the company at trade shows and industry conferences, and secure six new accounts generating \$6M in new revenue
- Recruit, develop, and retain top talent, identify opportunities to enhance performance, and establish a positive work culture centered on inclusion and empowerment

Senior Director

Johnson Healthcare Solutions, New York, NY | June 2013 – July 2016

- Coordinated with regional managers to define sales strategy and identify new business opportunities for three territories generating over \$30M in annual revenue
- Planned and delivered professional development sessions for sales representatives to improve selling tactics, resulting in a 15% increase in sales revenue
- Established and maintained professional networks, prospected for new clients, and attended meetings with key executives to build long-term relationships