

KIM F. RUGGIERO

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PROFESSIONAL SUMMARY

Results-driven, self-motivated executive with proven expertise in leading multi-disciplined teams and delivering extraordinary results. Expert at building solid relationships and developing strategies to increase revenue while expanding the client base. Solid track record for hiring, managing and motivating local and remote sales teams. Expert at facilitating organizational shifts to support rapid change in response to market demand. Dynamic and creative, known for working well with multi-level clients and employees. Consistent recipient of top sales awards.

Executive Presence	Strategic Plan Implementation	Develops / Mentors Others
Creates Strategic Solutions	Executive Presentations	Builds Alignment
Builds High Performance Teams	Client Relationship Management	Empowers Team Members
Thinks Outside the Box	Continuous Learning	Creates / Sustains Vision
Focused on Results	Open / Timely Communication	Leads by Example

SELECTED ACHIEVEMENTS

Led sales and services team to increase acquisition account revenue. Consistently achieved 100 + % of quota. Hired and developed quality local and remote sales teams. Took immediate action, as needed, to ensure sales team members produced required results. Implemented a rigorous sales process focused on increased sales and improved customer relationships. Led weekly progress reviews with Business Managers. **RESULT:** Sales team achieved over 100% of their quotas for 3 years running. Increased contract revenue from zero billing (on most accounts) to over \$105 + M.

Designed, developed and implemented complex remote sales organization program, while based in Phoenix, for the Eastern (New York metropolitan area) Region. Sold program concept to Branch Sales Managers and instituted acceptance through participative management. Identified and recruited highly motivated sales team members. Remote Sales Organization was the first of its type within the corporation. **RESULT:** Program achieved incremental sales revenue of \$63M over a 5 year period.

Created new National Account Liaison program to increase sales results by secondary sales channel. Program was the first of its kind. Served as a prototype that was later rolled out throughout the corporation. **RESULT:** Program achieved, in one year, \$18 + M in incremental revenue for New York based accounts.

Planned and set budgets for newly created sales and outsourcing organizations. Evaluated expense to revenue ratios, took appropriate action to reduce cost structure, monitored activities to ensure compliance. **RESULT:** Consistently met 100% of annual budget targets.

Initiated 360 degree feedback template to ensure team alignment and continuous improvement. Feedback from the survey offered affirmation, while highlighting opportunities for personal growth. The instrument was used periodically over a 6-year period to motivate, guide and align the team, while strengthening sales. **RESULT:** Sales teams achieved 100 + % of quota attainment each year for six years.

Directed diverse team of people to aggressively seek out new customer opportunities. Provided business knowledge to sales team members beyond the technical knowledge of the products and services we sold. Created a clearer understanding of emerging issues and their impact on the industry and client competition. **RESULT:** Sales teams were able to form relationships in multiple disciplines within the client base and ultimately garner support from end-user communities for new projects and services.

Strategized with matrix sales and leadership teams to build and sustain a new approach to client base. **RESULT:** Developed and implemented systematic plan of action that exceeded annual strategic objectives.

Self-directed executive who works well in virtual workspaces and in a frequent business travel environment. **RESULT:** Highly adaptable to shifting priorities and strategies.

PROFESSIONAL EXPERIENCE

DPSciences Corporation

Western Region Business Sales Development 2004–2008

Create new market opportunities within the western region for DPSciences (DPS) centering on Information Technology solutions. Broadened solution-based selling capabilities to include network integration, network security, network architecture and project management. Capitalize on in-depth knowledge of network products, resources, and processes to help DPS penetrate Enterprise and Mid-Market level accounts.

Arizona State University

W.P. Carey Department of Marketing, Professor of Practice 2007-2008

Developed and delivered Professional Sales and Relationship Management class designed to expose students to a career in professional sales. This 400 level class is a combination of lecture, speakers and multi-media delivery which increases the awareness of sales qualifications, plans, account management, closing and negotiating techniques.

AT&T Business

Global Sales Director, Division Level 2000 – 2003

New business development position, accountable for revenue growth and establishing executive relationships, including the development and execution of client business plans for portfolio of targeted low-share / no-share acquisition customers. Also responsible for: leading 40+ matrix team members; developing and sustaining strong relationships with a broad array of business executives; identifying strategic business applications; simultaneously leading multiple project teams; and managing the offer development process by creating, implementing and monitoring sound budget strategies. Increased contracted revenue by ~~\$105M~~.

Deleted: 104M

AT&T Solutions

Business Manager and Sales Team Lead, District Level 1999 – 2000

Life Cycle Leadership Team formed to manage client relationship through an outsourcing environment. Managed team with responsibility for Finance, Budgeting, Billing, Vendor Management, Human Resources, Contract Management, Asset Management and Procurement. Partnered with client to identify and close \$9.8M+ in incremental revenue for services and network opportunities. Led 20+ member matrix team to ensure results for this multi-million dollar client.

AT&T

Western Region Sales Manager – Global Account Remote Organization 1995 – 1999

Management of Remote Account Executive team with responsibility for western region remote Global Market accounts. Emphasis on developing sales force in data sales expertise, relationship account management, budget management and consultative selling skills. Ranked #1 out of 10 Sales Managers with \$28M+ in Net New Revenue when promoted into new position with AT&T Solutions.

AT&T National Accounts, New York Area Remote Sales Manager 1991 – 1995

Management of Remote Account Executive team with emphasis on professional development, budget management, motivation, and sales results in 14 territories across the United States for New York based Fortune 500 accounts.

New York Area Staff Manager 1990 – 1991

Accountable for implementing National Accounts liaison program with account relationship and increased remote sales revenues as focus for New York based Fortune 500 accounts. Direct and Indirect Remote Management of 80 Account Executives.

National Accounts, Industry Consultant 1988 – 1990

Managed and developed sales opportunities on Fortune 500 financial services industry National Account Team. First in world to sell initial Integrated Services Digital Network commercial application. Responsible for headquarters and remote locations of account.

Major Markets Sales Team 1979 – 1988

Sales and support positions for all communications services and equipment. Originally started career with Mountain Bell and during divestiture, moved to network side of business of AT&T Communications. Experience included primarily professional services industry, state and local government.

EDUCATION

Masters of Business Administration, University of Phoenix
Bachelor of Science, Business Administration - Marketing; Arizona State University

PERSONAL ACCOMPLISHMENTS

ASU Women and Philanthropy, Member 2007-2008
Distinguished Alumni Award for Marketing at W.P. Carey School of Business (ASU) 2006
Chair ASU W.P Carey Professional Sales and Relationship Management Initiative 2006-2008
UnivserCel Board of Directors/Sales Leadership and provisional patent design 2003 - 2008
Chairman of Arizona State University Alumni Association (ASU) 1996 - 1997
Alumni Association Officer (ASU) 1993 - 2002
Foundation Board (ASU) 1995 - 1997
Campaign for Leadership (ASU) 1997 - 2002
Intercollegiate Athletic Board (ASU) 1996 - 1997
President, W.P Carey School of Business Alumni Association (ASU) 1986 - 1987
Forest Highlands Golf Club, Member, Flagstaff, AZ, 1993 - 2008