

Douglas T. Lehman

Atlanta, GA

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PROFESSIONAL SUMMARY

A proven sales leader with high business acumen for presenting directly to today's modern buyer via digital Selling and virtual selling making an immediate impact on business development. Extensive sales media production experience combined with expertise in closing sales with Enterprise B2B accounts, SMB, and the consumer market across multiple industries. I thrive on challenges that produce a positive customer experience, creating brand awareness, increasing sales revenue and client retention.

AREAS OF EXPERTISE

- | | | |
|------------------------|------------------------------|----------------------------|
| • Business Development | • Direct Sales Training | • Event Marketing |
| • Content Marketing | • Virtual Selling | • Video Marketing |
| • Account Management | • Social Selling | • Online Training Webinars |
| • Service Training | • Digital Media - Podcasting | • Video Sales Coaching |

PROFESSIONAL EXPERIENCE

Lehman's Terms – Sales Consultant and Freelance Content Producer – Atlanta, GA **2010 – Present**
Provider of Content Marketing Video and Audio Production Services, Media Interviews Company Profiles, Events, Sales & Service Training. *Select clients' projects included:*

- **The Sales Experts Channel** – Virtual Presenter and Video Correspondent. Conducted 40+ Video Profile Interviews, 50 + Online Newsletter Weekly Update Videos, Virtual Selling Video Training Coordinator – video host for 12 monthly shows for channel members and sales leaders **2020 -2021**
- **Performance Solutions By Design** – Produced over 60 Service Training content videos for hospitality and guest services industries, web series, Customer Experience Marketing **2016 – Present**
- **Outbound Sales Conference Atlanta, GA** – Digital Correspondent – Video Host **2016 – Present**
Produced 75+ Video Interviews for Sales Keynote Speakers, Sponsors, Conference Attendees
- **Social Centered Selling** – Sales Media Specialist – Producer of 100+ episodes, podcasts, video series
- **Maximum Resources Inc. – Liberty Garden Products** - Developed Sales Training and Product Demonstration Videos for 100 Manufacturer Representatives positioning services to major retailer buyers like Home Depot, Wal-Mart, Lowes, True Value and Amazon.com **2012-2013**

Cisco Systems Inc. – Marketstar Atlanta, GA **2008 - 2009**

Account Manager, Cisco Inside Sales Program Commercial South

Direct sales and lead generation for Cisco registered channel partners and Cisco SMB accounts

- Facilitated and created 10 Customized WebEx video conferencing presentations each week.

Sun Microsystems – Atlanta, GA – Services Sales Executive **2003 - 2007**

Base Sales Representative, StorageTek Southeast Region commercial accounts

Sold and renewed maintenance support contracts, warranty conversions and new service offerings.

Managed account base datacenter inventories and components of information life cycle management.

Exceeded a sales quota of \$18 Million in revenue per year.

- Met and exceeded renewal cycle time incentive bonus each quarter 2004-2007

- Expanded contract renewal base providing incremental revenue gain through managed services
- Earned 105% sales revenue quota for first, second and third quarters of 2005-200
- Received 2004 Standing Ovation Award from Georgia Field Service Manager, Received 2005 Recognition Award from Eastern Region Sales Manager for additional contract channel support.

The Home Depot - Store Support Center — Atlanta, GA

2002-2003

Temporary Contract Employee, Credit Marketing Services Division

Document file manager responsible for filing audits and credit evaluation files.

IBM Corporation – Smyrna, GA

2000-2002

Large Enterprise Direct (LED) Sales Specialist

Sold desktop computers, laptops and servers to Large Enterprise Accounts. Served as a primary point of contact for customers providing technical knowledge and quote requests. Managed the account process from business partner to direct, sales quota of \$32 Million revenue per year.

- Managed product rollouts, up-sells and cross-sells into accounts with IT Managers Client Teams.
- Audited and updated IBM Enterprise Customers' web sites daily for procurement marketing information.
- Earned 120% of sales quota for 2001. Successfully completed 12 weeks of IBM sales training.
- Received IBM Business Unit Executive Award (BUE Award) for Fleet National Bank Win Back.
- Managed the highest web ordering revenue account in all of (LED) out of 60 Account Managers, for first and second quarters: achieved web order revenue of \$7 Million, IBM Direct Websites

Momentum Worldwide - Atlanta, GA

1999-2000

Field Staff Trainer/Assistant Account Executive, Frozen Coca-Cola Brands

- Selected as point of purchase program trainer for nationwide installations of Burger King Restaurants.
- Successfully trained 15 new hire employees in eight markets. Executed promotional set-up in 25 markets.

EDUCATION

Master of Arts, Sports Administration – Kent State University - Kent, OH

Bachelor of Business Administration, Marketing – Western Michigan University - Kalamazoo, MI

RELATED EXPERIENCE

Media Server – Press Box Attendant, Delaware North Sportservice Atlanta Braves

2017 - Present

Manage Press Box Café For – Atlanta Braves Radio, MLB Sportswriters, Bally Sports South, Fox Sports TV

- Sales Specialist – Sony – ActionLink Seasonal Sales Trainer Sony Home Theater Division 2018
- The Coca-Cola Company – Consumer Affairs and Worldwide Sports Divisions
- Equifax Credit Services – Specialized Business Sales, SkyTel Wireless Communications Sales
- Youngstown State University and Kent State University Sports Information – Athletic Marketing
- Sponsorships Sales, Event Management, Online Marketing, Brand Ambassador, Media Relations

TECHNICAL SKILLS

Microsoft Office Applications, Excel, Word, Video Editing, Salesforce.com, LinkedIn Training, Twitter, YouTube Training, Video Training, Voice-Overs, WebEX, GoToMeeting, Zoom Webinars, StreamYard Podcasting Productions, Video Blogging, Amazon Live Reviews