





DOUG LEHMAN

SALES LEADER – BUSINESS DEVELOPMENT

CONTACT

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VISUAL CV RESUME

Visualcv.com/douglaslehan

EXPERTISE

- Account Management
- Business Development
- Direct Sales
- Content Marketing
- Sales Presentations
- Social Selling
- Event Marketing
- Social Media Marketing
- Video Marketing
- Video – Audio Production
- Service Training
- Product Training
- Customer Advocacy
- Virtual Presenter
- Virtual Selling



KEY CONTRIBUTIONS

Top Sales World Magazine
Video Producer 2015- 2021

The Sales Experts Channel
Video Editor and Host 2021

OutBound Sales Conference
Interview Correspondent
2017 – Present

Keynote Speaker 2023
Video Prospecting Summit

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.

PROFESSIONAL EXPERIENCE

MEDIA SERVER – PRESS BOX ATTENDANT - SEASONAL

Delaware North Sportservice Truist Park Atlanta Braves | 2017 – Present

Manage The Press Box Café for Atlanta Braves Radio Network, MLB, Sportswriters, Bally Sports South, Fox Sports TV

- Game Day Event Management Duties – Food and Beverage
- Supporting a Media Staff of 75+
- Video Blogger Freelance Projects

SALES CONSULTANT AND FREELANCE MEDIA CONTENT PRODUCER

Lehman's Terms | Atlanta, GA | 2010 – 2023 DougLehman.com

Provider of Content Marketing Video and Audio Production Media Services Interviews, B2B Company Profiles, Event Testimonials, Sales and Service Training Videos. Onsite and Remote Production Capabilities.

Selected Projects Include:

- The Sales Experts Channel – Virtual Presenter and Correspondent – Conducted 40+ Profile Interviews, 50+ Video Newsletter Campaigns Channel Ambassador on LinkedIn, YouTube, Twitter 2020-2021
- OutBound Sales Conference Digital Correspondent – Video Interview Produced 100+ Interviews Trainers Keynote Speakers 2016-Present
- Performance Solutions By Design - Producer and Video Editor, Created 60+ Service Training Content Videos for Hospitality, Executive Coaching Programs, Customer Experience and Business Leadership Workshops 2016-Present
- Remote Editing, Webinars, Video Streaming Recording

VIRTUAL ACCOUNT MANAGER

Cisco Systems Inc. Marketstar | Atlanta | 2008 – 2009

Direct Sales and lead generation for Cisco registered channel partners and Cisco SMB Accounts

- Facilitated and created 10 Customized WebEx Video Conference presentations weekly for the Cisco Inside Sales Program Commercial South Region

DOUG LEHMAN

SALES LEADER – VIRTUAL PRESENTER

COMMUNICATION SKILLS

Virtual Presentations



Video Correspondent



Video Sales Coaching



Media Production



TECHNICAL SKILLS

- Video Editing
- Microsoft Office
- StreamYard
- LinkedIn Video Training
- Video Prospecting
- Podcasting
- Webinar Facilitator
- Script Writing

EDUCATION

Master of Arts

Sports Administration
Kent State University
Kent, OH

Bachelor of Business

Marketing
Western Michigan University
Kalamazoo, MI

VOLUNTEERING

VIDEOGRAPHER

Camp Dream Foundation
2014- 2018

Georgia National Speakers
Association 2020

Sage Blue Films 2010 -2016

PROFESSIONAL EXPERIENCE CONTINUED

SERVICES SALES EXECUTIVE

Sun Microsystems | Atlanta, GA | 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.

- Exceeded renewal cycle time incentive bonus each quarter 2004-2007
- Expanded contract renewal base providing incremental revenue gain 110%
- Earned 105% sales revenue quota first, second, third quarters of 2005-2007
- Received 2004 Standing Ovation Award from Georgia Service Manager,
- Recognition Award - Eastern Region Sales Manager for channel support. 2005

LARGE ENTERPRISE DIRECT (LED) SALES SPECIALIST

IBM CORPORATION | Atlanta, GA | 2000-2002

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 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

RELEATED WORK EXPERIENCE

- Sony Sales Representative - ActionLink Home Theatre Program 2018
- Frozen Coca-Cola Brands – Point of Purchase Program Trainer 25 Markets
- The Coca-Cola Company – Consumer Affairs and Worldwide Sports Division
- Equifax Credit Services, SkyTel Communications Business Sales
- Youngstown State University - Athletic Marketing Sports Information.
- Graduate Assistance Kent State University Division of Student Affairs
- The Home Depot – Store Support Center Document Manager



VISUAL CV RESUME

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