

Reese Parker

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Director of Sales

Designing strategic solutions | Building stakeholder relationships | Cultivating high-performing teams

Accomplished sales executive with outstanding business development skills, expertise in selling end-to-end technology solutions, and a well-honed gift for articulating complex technical solutions.

Exceptional business and financial acumen developed as a business owner including creating business plans to generate new revenue streams, establishing and utilizing KPIs, developing sales force goals, leading complex projects, and managing all facets of operations.

Known for identifying best-fit sales talent and building high-achieving teams from the ground up. Highly effective in mentoring and coaching team members on technical and relational aspects of sales; equally effective in opening lines of communication so team members have the knowledge and confidence to be successful. Strong track record of building sales management capacity within the IT/technology space.

Representative Achievements:

- Built a technology business from the ground up to achieve annual sales of \$8M in just eight years.
- Launched new product lines and services that increased market share, opened new industries, and ensured consistently robust revenue streams.
- Drove integration efforts after company was acquired by ABC to ensure exceptional client retention and customer service levels and increased revenue—all while reducing direct labor costs.

Areas of Expertise:

- Business analysis/needs assessment
- Business development
- Consultative sales
- Client relations
- Sales training
- Project management
- Software as a Service (SaaS)
- CRM tools (Salesforce)
- Adobe
- Revit
- 3D systems
- HP graphic arts

Professional Experience

Regional Director

ABC, Chicago, IL

2013–Present

Digital printing company offering end-to-end IT solutions and 3D printing; \$40M in sales.

Drive results for a team of four outside account executives and one inside account manager selling turnkey solutions to large organizations; also lead regional operations and marketing efforts. Collaborate with executive team to create revenue and pipeline targets; partner with business units to create synergies in client education and service promotion.

- ❑ Spearheaded regional integration of Spatial Imaging Specialists into the ABC system—including sales, marketing, and operations—with 95% client renewal; also reduced direct labor costs 11% and improved sales revenue 22%.
- ❑ Played a key role in data clean-up efforts for the successful client migration to new accounting platform.
- ❑ Hired and worked with the PR firm that communicated the acquisition to the Chicago market.
- ❑ Drove regional marketing efforts to launch 3D printing in the Midwest, which is expected to be a major revenue driver going forward.
- ❑ Developed long-term, enterprise-wide clients including Skidmore, Owings & Merrill, Gensler, Environmental Systems Design (ESD), and Epstein.

President

Spatial Imaging Specialists, Inc., Chicago, IL 2005–2013
Digital printing company offering on-site technology solutions, with \$9M in revenue and 100+ employees.

Built business from the ground up, beginning with installing client-side utility for architectural clients' building documentation. Launched Facilities Management (FM) end-to-end solutions to provide IT support services and on-site digital printing solutions for architectural, engineering, and manufacturing clients; offered complete hardware and software solutions, IT consulting, and a digital color graphics unit.

- ❑ Developed an IT services group that offered complete on-site turnkey IT solutions, third-party software products, and IT application support, which resulted in generating \$700k in revenue in year one, attracting the largest architectural firm in North America, leveling out the company's revenue stream, and comprising 35% of total revenue by 2008.
- ❑ Created a product line that ushered the company into new industries including interior design (Gensler), retail (Land's End), theatres (Broadway in Chicago), and events management (Kehoe Designs). Realized \$625k in annual revenue; product line ultimately constituted 30% of total revenue.
- ❑ Implemented an ABS plastics-based 3D print service on Michigan Avenue that provided architectural clients with complementary services to reduce their overall design time. New facility became fastest-growing facet of the business.
- ❑ Recruited and trained additional sales professionals, growing the team to eight as sales catapulted to \$8.5M.
- ❑ Grew business into an end-to-end solutions provider with a captive client base and high margins—making the company highly attractive for acquisition in 2013.

Early Career Experience:

Oce-Canon — Sold enterprise-wide solutions to large national and regional accounts including S&C Electric, WMS Gaming, John Brown/Davee McKee Engineering, Ameritech, and government accounts such as GSA, IRS, and the Federal Reserve Bank of Chicago.

Education & Professional Development

Bachelor of Arts (BA), English (Minors in Marketing and Communication)
Western Illinois University, Macomb, IL

Additional training on SaaS and Document Management Software (Dokmee); Latex Digital Printing (HP); 3D Print Technologies (3D Systems); Smart Board — CAD Collaboration (Smart Technologies/Bridgit Software Systems)

Professional Affiliations

Sponsor, CoreNet (Corporate Real Estate Networking), 2008-Present (NRI provides \$5k per year in in-kind services in exchange for industry exposure.)

Sponsor, 2013 Chicago Olympic bid, 2007-2010 (Selected to serve on the Olympic bid committee.)