

SUSAN M. SMITH

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LEADERSHIP PROFILE

Highly successful Sales Executive with over 20 years' experience in competitive retail sales markets, sales management, team leadership, and business growth, development, and expansion. Proven history of significant accomplishments defined by perseverance, dedication, diligence, and the highest level of integrity. Coach and mentor with an innate ability to identify talent and develop sales leaders.

Sales Training	P&L Management	Microsoft Suite	CRM - SALESFORCE
Point of Sale Systems	Coaching	Recruiting	Six Sigma – Process
Site Selection	New Store Openings	Customer Engagement	Call Center principles

PROFESSIONAL EXPERIENCE

FURNITURE CITY, Irvine, CA
Regional Vice President

5/2018 – Present

Proactively manage the largest growing division within the company with \$245MM in volume. Consistently grew the division by 3-4 stores per year. Oversee daily operations of 49 stores in the Coastal division including strategic planning, P&L management, workforce planning, succession planning and performance management. Actively involved in coaching and mentoring of 5 Regional Sales Managers and 300 sales representatives.

Accomplishments

- Key player in the development of new regions in 3 additional states, ID, UT, WA, while spearheading new market penetration in the states of AZ, CO, NM. Store opened on time and each exceeded proforma budgets.
- Instrumental in the development of new market business strategies including market assessment, site selection, workforce expansion, and training and development.
- Played an integral role in leading the rollout of a major Point of Sale System conversion. This included the CRM implementation to ensure effective client engagement and follow through.

Furniture & Mattress Experts, Cleveland, OH
Group Manager

3/2010– 5/2018

Proactively manage the largest growing division within the company with \$145M in volume. Oversaw the management of 20 stores within 3 states, IN, OH and PA.

Accomplishments

- Successfully coached and mentored (0) Sales Manager and (00) District Sales Managers to ensure the best possible outcome for the customer and the company.
- Collaborated with 14 vendor partners to support and coordinate training, product rollouts and warranty issues.
- Provided oversight, direction and approvals to sales support departments including Asset Management, Loss Prevention, Operations, Delivery, Construction, Talent Acquisition, Training, and Human Resources.

Furniture & Mattress Experts, Pittsburgh, PA
General Manager

8/2002 – 3/2010

Proactively manage the largest store location within the company with \$24M in volume. Oversaw the management of a staff of (2) Sales Managers and 45 associates.

Accomplishments:

- Selected as the first Store Manager for the travel team; tasked with piloting a new program which required managing multiple galleries' stores within a store as a pilot program for the company.

- Actively engaged in the development of and coaching (8) Sales Managers and (11) Sales representatives by providing mentoring, coaching and guidance on best sales practices and techniques.

Held a series of positions of increasing responsibility: (you can list older positions longer than 15 years ago here)

Company, Store Manager

Company, Sales Manager

Company, Department Manager

EDUCATION AND PROFESSIONAL DEVELOPMENT

Bachelor of Science, Business Administration – Ohio University, Athens, OH

Leadership Training for Senior Executives – High Point University

Six Sigma Green Belt Certified - Villanova (Certificate Program)