

Tanner Kiplinton

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SENIOR MANAGEMENT & BUSINESS DEVELOPMENT EXECUTIVE

Fueling Breakthrough Business Development, Multimillion-Dollar Sales Increases, Global Market Expansion, and Documented Business Success in Start-Up and Turnaround Environments

Respected executive with distinguished career leading operations, sales/marketing, and international business development initiatives for corporations serving domestic and global markets. Repeated success guiding sizeable, cross-functional teams in the design and launch of leading-edge technology and business solutions driving record-setting sales revenues. Expert presenter, negotiator, and international businessperson able to forge solid relationships with strategic partners and build consensus across multiple organizational levels. Entrepreneurial, “out-of-the-box” thinker and deal-maker.

International Business Experience in European, Asian, and Latin American Markets

AREAS OF EXPERTISE

- New Product Development/Launch
- Budget Management & Control
- Regulatory Compliance Issues
- Change Management Strategies
- Technology Planning & Solutions
- Conducting Global Business
- Executive Management Affairs
- Key Account Management
- International Business Protocol
- Account Retention Strategies
- P&L Management
- Executive Negotiations

PROFESSIONAL EXPERIENCE

CONSTRUCTION CO., St. Louis, MO

1989 – Present

President

Launched start-up construction services firm; sold at profit after successful eight-year tenure. Held full responsibility, accountability, and decision-making authority for all operational functions, including sales, marketing, finance, HR, IT, customer service, and general management. Supervised and mentored staff of 5-15 sales representatives in the fulfillment of revenue and service objectives. Challenged to grow business through highly volatile and competitive market conditions.

SELECTED ACCOMPLISHMENTS:

- Spearheaded breakthrough **300%** sales growth (from zero to **\$3 million** in annual sales) within first year of operations while maintaining bottom-line strength by overseeing entire sales cycle function.
- Drove print/radio advertising initiatives to achieve **12%** of budget allotment; expanded sales program through directing print advertising and cold calling efforts into additional key market, generating **25%** sales increase.
- Maintained excellent record of quality, service delivery, and regulatory compliance, with near-zero litigations.
- Initiated in-house telemarketing campaign that expanded customer base and jumped sales **12%**.

COMPANY, Brussels, Belgium

1985 – 1989

Director of Sales

Managed sales and marketing of Belgium division of European manufacturer selling to Northern Europe distributor partnerships, including management of all advertising and PR, as well as building relationships with country-specific independent marketing firms, distributors, and major account end users.

SELECTED ACCOMPLISHMENTS:

- Successfully managed national accounts by providing total customer service to maintain relationships, maximize profits, and minimize problems with industry-leading clients, including British Telecom, Total France, Laidlaw Waste, The Rank Organization, U.S. Corporation of Engineers, and Trammel Crow Real Estate.

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Director of Sales Experience, Continued

- Successfully called on major European firms at senior levels to obtain approvals for product use on behalf of distributor partners; solicited potential partners/distributors throughout Europe and increased alliances **150%**.
- Spearheaded trade show participation via exhibits at various European and national trade shows, providing impetus and forum for expanded client base and tripled business growth.
- Implemented innovative, cost-effective consultative selling program using outsourced, in-country professionals.

GROUP ARCHITECTS, Kansas City, MO

1983 – 1985

VP of Marketing

Directed marketing programs and activities for architectural and engineering services that targeted private and institutional (E.G. hospitals and schools) clients throughout Midwest region. Personally initiated efforts in soliciting new business and forging strong, sustainable partnerships to outdistance competition and increase market position.

SELECTED ACCOMPLISHMENTS:

- Delivered winning sales and marketing strategies to capture institutional clients for A&E consulting services, resulting in volume increase of **50%** representing over **\$1.5 million** in annual revenues.
- Streamlined business development efforts and increased revenue enhancement potential by developing program for divisions that facilitated exchange of customer information and consolidated marketing initiatives.

EDUCATION & TRAINING

Dual BA Degree in Economics and Government, 1980

Texas University, Houston, TX

Technical Summary: Literate in various e-commerce, business application, and IT systems technologies, including:

- **E-Commerce:** Storefronts, relational databases, shopping carts, data warehousing, and financial process.
- **Networking:** Windows 98/NT, Linux, LAN/WAN, Ethernet, Intranet, Internet infrastructures.
- **Programming:** HTML, XML, Java, Active X, CGI, Perl

AFFILIATIONS & ACTIVITIES

Memberships:

Greater St. Louis Chamber of Commerce

St. Louis Downtown Council

Missouri Chamber of Commerce

Springs Chamber of Commerce

Civic Activities:

Springs Planning and Zoning Commission

Springs Schools Advisory Committee

Former VP, Homes Association

United Way Organization

American Heart Association