

WILLIAM C. STRATFORD
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VICE PRESIDENT – SALES

Creative, results-driven sales professional offering 15 years of B2B expertise in strategic sales, marketing planning, tactical execution, and customer relationship building with cutting-edge industry leaders Motorola and HP. Career-long track record providing innovative solutions that directly impact company growth and profitability. History of exceeding sales goals with revenue accountability up to \$100 million annually. Sales expertise includes global, education, healthcare, government, channel partners, national and large accounts.

Additional Areas of Expertise:

Sales Operations ~ Sales Pipeline Development ~ Business Planning ~ Forecasting ~ Recruitment
Strategic Planning ~ Strategic Alliances / Partnerships ~ Contact Center Management
Field Sales Management ~ Vendor Negotiation ~ Sales Staff Development ~ New Business Start-ups

Select Career Achievements:

Grew Motorola's annual Direct Education sales revenue seven-fold (from \$5 to \$35 million).
Built Motorola's first public-focused sales segment from the ground up.
Earned Special Achievement Award in 2004 for implementing Motorola's first CRM tool.
Four-time HP *Sales Manager of the Quarter* between 2002 and 2004.

SALES LEADERSHIP EXPERIENCE

Motorola, Inc., Littleton, CO
Director—Sales (2004–Present)

Oversee sales and marketing planning for \$100 million B2B sales division providing IT, video monitoring/security, storage, and consumer electronics product solutions. Provide tactical oversight for \$35 million annual P&L and close pipe-line deals valued at up to \$2.5 million. Implement sales and customer service infrastructures to improve customer support. Execute direct and channel partner sales model leading 40-member sales force, developing marketing tactics, and managing \$100 million annual sales budget.

- Developed Motorola's first B2B Direct Contact Center from scratch within 4 months; identified third party Contact Center, recruited and hired employees, purchased and installed systems, and trained team on processes and products.
- Helped develop sales pipeline, improve reporting capabilities, and streamline forecasting models by recommending and implementing *best in class* CRM solution.
- Built cross-functional team that reduced outstanding accounts receivables 50% by identifying and closing communication gaps between internal departments and third party vendor.
- Played key role in winning \$10 million, 3-year federal government contract.

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Hewlett Packard, Inc., Dallas, TX

Manager—Inside Sales (2000–2004)

Sold third party software and peripherals in HP's global, education, and healthcare segments. Tasked with identifying third party software and peripheral product gaps, developing sales strategies, managing \$90 million annual budget, directing 15-member inside sales team, and simultaneously overseeing three different segment businesses. Developed quarterly and annual sales plans for \$1 billion sales/marketing organization and its support divisions.

- Earned *Quality Recognition Award* (awarded by HP executives for leading one of the year's top three process improvement projects) by leading project that decreased order fulfillment (from 15–30 days to less than 2) and increased profits.
- Conceived and spearheaded initiative that propelled HP's Higher Education segment to the top in newly branded printer sales and revenues.
- Seamlessly integrated inside sales team with segment system sales team by first gaining critical buy-in from management and team members.

HP Electronics Inc., Fort Worth, TX

National Sales Manager (1998–2000)

Account Manager (1997–1998)

Promoted to National Sales Manager and tasked with starting HP's first consumer direct Contact Center. Developed and implemented tactical sales and operation strategy for three third party Call Centers, coordinated operations between Contact Centers and HP's operation and manufacturing teams, managed \$125 million annual budget, and forecasted sales on 6,000 products.

- Delivered 9% increase in software and peripheral sales revenue within the Higher Education segment within one year.
- Earned HP's Special Achievement award (top sales revenue generator, 2000)
- Created and launched HP's first B2B direct sales and marketing teams that focused on selling HP IT products and services.
- Won first public school 1:1 laptop initiative, the largest single end-user purchase in HP's group history. Also resulted in massive levels of media coverage in the Dallas/Fort Worth area.
- Achieved \$15 million annual sales quota selling and marketing computer display products to regional and national retailers.

EDUCATION

Bachelor's Degree— Business Administration

University of Colorado-Denver

Professional Training:

HP's leadership program (selected by peers to attend)

Technical Skills:

MAC OS, Windows OS, MS Office, VISIO, CRM software, Cognos