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SALES AND MARKETING LEADER

Team Leadership ▪ Sales Management ▪ Strategic Planning ▪ Business Development

Senior Executive / MBA with expertise in sales and marketing leadership, new business development and building sales and marketing teams to drive revenue and execute business operations. Twenty years of successful leadership and market awareness within digital marketing, software, technology, and B2B companies. Expert at both developing strategic plans and the corresponding execution strategy.

CORE COMPETENCIES

Improving Team Effectiveness
Training, Coaching, Mentoring
Performance Management

Strategic Revenue Planning
Budgets and forecasting
Cross-functional team partnership

Salesforce.com CRM
Sales pipeline / Reporting
Relationship Management

WORK EXPERIENCE

WEBMEDIA DIGITAL MARKETING, Corona, CA

2005 - Present

Director of Sales (2010 - Present)

Member of the executive leadership team responsible for revenue growth for a leading performance-based digital marketing agency. Developed, implemented, and managed new growth initiatives.

Key Accomplishments:

- Increased new business revenue 40% in FY13; developed individual territory business plans, balanced scorecard metrics, and growth strategies focused on the most profitable market sectors.
- Boosted revenue 62% Q1 FY12 over prior year; improved close rates 20% by establishing performance metrics designed to track and report progress against sales strategy.
- Implemented proposal generation and management system, reducing proposal creation time by 37%.
- Decreased operational costs 15%, while increasing support staff productivity by effective training, better reporting dashboards, and sales process improvement.
- Realigned compensation structure with business objectives to attract and retain top-performers.
- Redesigned on-boarding process; instituted sales training to drive performance and win more deals.

Director, Sales & Marketing (2005 - 2010)

Recruited to transform the marketing vision and sales strategy by re-branding the firm from a print advertising company to a leader in the rapidly evolving digital marketing and internet advertising sector. Managed department of 22 with five direct reports.

Key Accomplishments:

- Profitably doubled sales growth from \$13MM to \$27MM over a three-year period.
- Increased national account base by 48%; built an exceptional contract portfolio of big-box business: Best Buy, AT&T, Sprint, TW Cable, Taco Bell, Pizza Hut, Papa John's Pizza, Marriot, Hyatt, Hilton Hotels.
- Spearheaded integration of Salesforce.com, Marketo RPM and SiteCatalyst to improve sales reporting, productivity, accountability and pipeline management.
- Created and implemented a market-driven lead generation process aligned with core business objectives that enhanced sales, marketing, and sales operations alignment.
- Implemented best practices for lead response management; (best days/times to qualify) increased qualifying rates 164%; (response time/call attempts) 70% increase in first dial contact rates.

KELLER GRADUATE SCHOOL OF MANAGEMENT, Irvine, CA**2004****Assistant Director, Admissions**

Brought on board to re-energize recruiting process at the Irvine Campus for one of the largest private graduate management schools in the United States targeting working adults.

Key Accomplishments:

- Increased Fall semester enrollment 41%; launched a corporate outreach program, marketing graduate degree programs to 300+ companies in Orange County offering tuition reimbursement.

THE STEVEN GROUP, La Palma, CA**2001- 2003****Assistant Director, Admissions**

Hired to develop and implement company's go-to-market strategy, based on history of achievements in a sales/sales leadership role. Played a key role in positioning the company for acquisition by Microsoft as one of the Top-5 VAR's of Microsoft products.

Key Accomplishments:

- Increased new revenue sales 27% within the first year; focused on enterprise customers.
- Engaged each member of 12-person sales team, defined individual goals and created sales success plans that resulted in entire team exceeded 100% of sales goals.
- Built a sales team that averaged 132% of the new revenue goals over 3 years.
- Grew bottom line profitability 18% through implementing standard operating procedures.

SECURITY-LINK from AMERITECH, Irvine, CA**1997 - 2001****Regional Sales Manager**

Recruited to rebuild sales team in the Southern California region after acquisition of National Guardian Security. Hired, trained, and coached a 16-member sales team. In first 18 months. Created a high-performance, high-reward culture by setting challenging individual sales goals, monitoring sales performance and rewarding top-producers.

Key Accomplishments:

- Spearheaded customer retention initiative, preventing a mass exodus after acquisition, renewed over 80 % of clients (on 5-year contracts).
- Expanded customer base to grow sales to 163 percent of pre-acquisition levels.
- 2-Time Regional Sales Manager of the Year Award, (1998, 1999).

API SECURITY INC., Irvine, CA**1994 - 1997****Sales Manager**

Helped establish the retail accounts division; recruited, hired and trained new Retail Account Executives.

Key Accomplishments:

- Negotiated and closed over 270 corporate and franchise contracts with: Sizzlers, Denny's, Red Lobster, Coffee Bean & Tea, Subway Sandwiches, Tacos Mexico, Baja Grill and All-Star Glass
- 100% Achievers Club Award in 1995 and 1996; ranked #1 in new alarm sales, #1 in sales from CCTV, and #1 competitive business takeovers

EDUCATION

Master of Business Administration, Marketing - Keller Graduate School of Management, Pomona, CA

Bachelor of Science, Technical Management - DeVry University, Pomona, CA

Associate of Science, Computer Networking Systems - ITT Technical Institute, West Covina, CA

TECHNOLOGY

Digital: Google Analytics, Salesforce CRM, Marketo RPM, SiteCatalyst, Magento, WebEx, SEO, SEM