

T. BLAKE CUNDIFF

VICE PRESIDENT OF SALES

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"Blake wore many hats; he was a product expert, trainer, sales driver, brand ambassador, and customer\product service representative. He's passionate, speaks with purpose, and always follows through with his commitments."

– Brian Gossett, LinkedIn Recommendation

Sales champion exercising strategic thinking and innovation to create double-digit improvements in sales and customer base. Exhibited best sales practices and methods to develop results worth emulating. Visionary leader recognized for exemplary work ethic and repeatedly promoted to roles of progressive responsibility.

*Customer Service ▪ Budgeting ▪ Sales & Marketing ▪ Team Leadership ▪ Client Relations ▪ Profit Analysis
Strategic Analysis ▪ Territory Development ▪ Talent Acquisition & Development ▪ Business Development ▪ Networking*

Highlights of Career

VoiceComm

2018 – Present

Director of Sales

Orchestrate Carrier Team of 5 and corresponding support staff to facilitate 90% of company's revenue. Focused on increasing profitability and new clients by building strategies based on data found within company to devise profit analysis. Partner with executives to set mutual goals and strategies emphasizing accessory sales to retailers. Manage local networking and omnichannel direct to consumer purchasing solutions and client employee purchase programming.

- Increased sales revenue by 32% YOY as of 10/1/2019 and blended profit margins by 2%.
- Originated and established forecasting best practices used to support supply chain execution.
- Crafted and introduced profit and freight profit analysis tools for new and existing customers ensuring appropriate profit margins are met.

Blink Signs

2016 – 2018

Managing Partner – Vice President of Business Development

Chosen to lead six new national office locations, hire talented professionals, and establish new local business development strategies. Delivered necessary tools, resources, and systems to attain revenue targets for National Sales Team.

- Successfully diversified customer base from 98% national to 68% national and local sales from 2% to 32%.
- Improved branding of company by participating in national tradeshows to locate new clients and strengthen relationships with existing customer base.
 - Yielded new verticals by qualifying and attending national tradeshows to build high level relationships as well as cultivate invites to new national RFP's for contracts.

ReBiz

2016 – 2018

Director of Business Development

Conducted 25-30 daily cold calls, qualified buyers, studied client needs, prepared and provided proposals, and spearheaded objectives to close sales. Developed videos and animated videos for online university to train new and existing clients on various products from ownership to frontline teams.

- Differentiated customer base from 1 exclusive industry into 17 new verticals by vetting existing outbound strategy with current team; devised diversification strategy and mentored current team on strategies to achieve new goals.
- Supported exclusive agreement with 2nd largest Verizon franchisee in U.S., which resulted in nearly doubling geographic footprint of business.

Highlights of Career Continued...**TestAll** 2015 – 2016**Managing Director**

Fostered and expanded key partnerships with influential companies and vendors in Home Inspection industry to acquire endorsement, yielding Pro-forma exceeding adoption rate. Scaled and built client-facing software, on-boarding process, support call center, and reporting using Rockefeller Habits.

- Instituted new software and process to fill gap in traditional real estate transactions.
- Altered mindset of entire industry to prove need for software solution by presenting at national conventions, mastermind groups, and gaining attention of largest inspection companies globally.
- Collaborated with 2 major vendors in the industry to execute World Marketing Tour, enabling presentation of services to hundreds of targeted prospects across 5 cities in 5 days while converting 83% into new clients.
- Devised new vertical and revenue stream by presenting at national conventions for two major remediation companies in the U.S.
- Orchestrated National Indoor Air Quality Testing Certification Tour with EPA Certified Instructor that used analytics to target largest inspection and environmental companies in the U.S.

ProtectCELL 2011 – 2015**Strategic Account Manager – Director of Regional Training Support (2013 – 2015)**

Led on-boarding of newly signed key account as well as 10-person team nationwide facilitating, training, and driving sales within company's largest account. Examined performance of Regional Training Support Team to deliver feedback regarding performance. Maximized sales globally by managing relationships between corporate-owned and franchisee entities and regional franchise directors.

- Signed largest Verizon Premium Retailer in U.S., which resulted in largest account in company history.
- Used analytics to establish 39 regional training hubs across the nation based on sales opportunities generating quickest and maximum overall ROI for largest account launch in company history.
 - Led 22 person launch team to mentor teams in 39 hubs resulting in record attachment rate for newly launched account.

Major Account Manager – Online Training Content Team Lead (2012 – 2013)

3rd Party Consultant in acquisition negotiations. Collaborated with ownership to develop sales development plans and met quarterly with key field leadership personal to implement plans. Directed content team of sales and marketing directors/executives to build out curriculum and content for online training modules used companywide.

- Attained record results in net plan sales and revenue for monthly, quarterly, and yearly objectives.
- Gradually increased sales month over month by performing regional sales seminars, webinars, store visits, conference calls, and ride-along with leadership teams.
- Tackled attachments by 25% over nationwide average.

Other Roles: Regional Sales Support / Sales Training Content Team (2011 – 2012)

Education & Training

BSBA with Concentration in Marketing ■ Fontbonne University

- **Awards:** Campus Service Award, Academic Scholar Award, US Bank Endowment Scholarship (Top Student-Athlete Award)
- **Professional Development Program (PDP) Certification, Academic Dean's List & Athletic Directors Honor Roll**
- **Affiliations:** Students in Free Enterprise, Men's Basketball Team