

# MICHELE K. FIELD

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## SENIOR SALES & MARKETING EXECUTIVE

√ INDUSTRY PARTNERSHIPS √ STRATEGIC PLANNING & EXECUTION √ SALES CAMPAIGNS

Strategically Breaking Down Revenue Barriers Within the Publishing Industry  
To Position Companies for Market Leadership and Profitability

**Highly driven, performance-focused leader** with 16+ years executive experience building best-in-class publishing sales organizations at McGraw-Hill and Harcourt Education. Track record of attracting industry's brightest talent that far exceeds quotas, with strong reputation among customers, state officials, and industry leaders. **Versatile executive strategist** for core market drivers including strategic and product planning, marketing, and sales support.

## PROFESSIONAL EXPERIENCE

### HOLT MCDUGAL, DIVISION OF HOUGHTON MIFFLIN HARCOURT

*High-profile sales executive establishing division as consistent #1 performance area in the U.S. over 5 years; set stage for long-term success with control of key alliances, marketing/branding, and sales performance. Highlights include:*

- Led all of Virginia in revenue and market share since 2002
- Established high-performance, loyal sales and management teams through extensive training
- Developed internal and external relationships crucial to driving exceptional results
- Strategic decision maker for entire market—products, technology, personnel, inventory, budgets, and marketing

### Regional Vice President, Atlantic Region - Virginia, Florida, Maine (2002 to 2008), Wellsburg, Virginia

*Brought in to turn around flagging region; directed 8 managers, 18 reps, and 44 consultants.*

- √ **Grew revenue 300%** from \$32M in 2002 to nearly \$130M for 2008; surpassed quotas each year by \$5M-\$20M.
- √ Restructured sales management teams, **topgrading to achieve maximum talent base.**
  - Championed team achievement, resulting 11 out of 12 reps exceeding goal and bonuses of up to \$300K.
  - Coached reps/managers with ongoing reviews and performance plans; revamped sales presentations.
  - Resolved conflicted internal relations, breaking down siloed groups and eliciting collaborative efforts.
- √ Attained **peak revenue results**; led Language Arts, Math, Science, and Social Studies markets.
- √ Maintained direct involvement with **senior-level decisions impacting results** in Virginia and other states; **influenced other corporate divisions** to require regional involvement in product development planning.
  - Instrumental in contributing input to state adoption practices as member of executive-level publishing board.
  - Exceeded scope by aligning K-12 products and branding to leverage all company assets.
  - Ensured optimum mix of teacher reviewers and advisory boards for program development.
- √ **Set Harcourt apart** by initiating strategic partnerships with industry players including Oxford University Press, Huntington Library, and Action Learning Systems.
- √ Identified purchasing cycle and programs **crucial to marketing success**, collaborating with editorial and marketing teams; supplied input to focus testing, recruiting authorship, and program design.
- √ **Drove year-over-year results** for top urban accounts; created administrator relations to enhance presence.
- √ **Strengthened position**, creating team of state officials and former executive board for political impact.
- √ **Preserved direct relations with senior executives** including president, EVP, publisher, and senior VPs.

### LENCOE / MCGRAW-HILL

*Promoted to Regional VP based on peak sales performance of up to 212%, with charter to build state presence.*

**GLENCOE / MCGRAW-HILL - *Continued***

- Influenced sales results through market strategy planning
- Cultivated relations and presence among key players in state adoption process
- Spearheaded strategic planning, adoption statuses, and market positioning for products
- Generated outstanding sales results, exceeding quotas for 7 consecutive years

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**Regional Vice President, Pacific Region – Nevada, California, Oregon** (1998 to 2002), Portland, Oregon

*Selected to manage sales organization consisting of 30 total sales reps, consultants, per diem field consultants, and office employees.*

- √ **Captured 70% of Nevada market share**, using top-down sales plan to secure single listing for Reading intervention program within Los Angeles Unified School District.
- √ Positioned academic programs to **meet Oregon’s unique market demands**, working closely with editorial, marketing, and sales managers.
- √ **Opened doors to additional opportunities** through monitoring of adoption status.
  - Worked to achieve turnaround based on change to company’s “not recommended” rating.
  - Coordinated academic and political appointees, drawing upon resources from State Board of Education, State Department, and Curriculum Commission.
- √ **Produced and managed** Oregon Leadership Conferences.

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**Sales Representative** (1992 to 1998), Reno, Nevada

*Delivered sales results in central Virginia and subsequently Las Vegas County, using specialized consultative selling methods and presentations to target accounts.*

<i>Year</i>	<i>1993</i>	<i>1994</i>	<i>1995</i>	<i>1996</i>	<i>1997</i>	<i>1998</i>	<i>1999</i>
<b>Results</b>	<b>110%</b>	<b>112%</b>	<b>138%</b>	<b>212%</b>	<b>119%</b>	<b>120%</b>	<b>140%</b>

- √ Continually exceeded sales objectives, **tripling sales within territory** resulting from high adoption rates.
- √ **Doubled participation in teacher workshops** through creation of advertising program designed to promote educational solutions; recruited, trained, and motivated seminar leaders.
  - **Promoted products** with educational tours and events.
- √ **Achieved distinction with highest percentage over goal** within region during first year of Math Adoption.
  - Earned career transfer to San Diego/Orange County based on strong performance.

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**Teacher – Lake Placid School District** (1988 to 1992), Lake Placid, Nevada

*Held advanced credentials, including District Mentor Teacher, Master teacher, and Pilot Teacher presenting Houghton Mifflin Reading and Social Studies materials.*

**EDUCATION**

**Bachelor of Arts in Education**, Virginia State University, Westchester, Virginia

**K-8 Teaching Credential**, Reno Charter College

**USC Teacher Fellow**, International Summer Teaching Program, South America

**Leadership Training** – McGraw-Hill; Reed Elsevier