

MARTIN B. CORCORAN

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SALES MANAGER

Driving Multimillion-Dollar Performance—in Aggressive Markets—With Adaptability and Integrity

Versatile sales leader and team builder offering top record of profitability with customized support to distributors and clients. **Collaborative relationship manager** known for customer-centric service and compelling incentives that win business and convert competitor's clients. **Former military trainer/program manager** with basic Spanish skills.

Strategic Planning & Forecasting | Vendor/Distributor Alliances | Team Mentoring | B2B Relations
High-Impact Pricing | Service Delivery | Budget Oversight | P&L Management | Cost Control | Branding



Revenue, Relationship Management, & Profit Highlights Include:

- ◆ #1 spot for Vegas Lights incentive with **26% increase** in already well-established territory, plus Summer Sales contest winner producing 12% volume growth.
- ◆ **51%+ expansion** through focused competitive intelligence **within 7 weeks** of taking new territory.
- ◆ **18% business growth** in first 5 months, plus 26% first-year achievement as Division Manager - Sales & Operations for W.M. Oakland industrial distribution corporation.
- ◆ **Continual record of** rapid account expansion using multilayered expertise in sales force mentoring, operations efficiency, and profitable vendor relationships with 3M, GE, Kimberly Clark, and others.

"Martin's dedication has translated directly into his business with solid, steady growth in volume and distribution.

He truly exemplifies what it means to excel at our company."

— Area Business Manager, Gold Coast Distributing —

CAREER PROGRESSION

GOLD COAST DISTRIBUTING COMPANY (CDC), Orlando, Florida, 2008–Present

Drove rapid expansion for 125+ high-profile, top-ranked accounts in cutthroat market, with accolades for securing strong distributor performance and creating mutually beneficial relationships.

ON-PREMISE ACCOUNT MANAGER

Generated 74%+ increase in existing business and secured top rankings in competitive industry, driving volume by cultivating and repairing pivotal relationships. Promote product sales and delivery, training distributor staff on rotation/service practices while verifying product quality. Confer with distributor customers, owners, and management, plus executive leadership and supervisors to craft effective promotional strategies.

- Handpicked to retain Governor's Park account (**Top 10, #1 Corona, & #6 Gold Coast Light account nationwide; #1 On-Premise account company-wide**) even with route reorganization, due to stellar reputation among customers and commendations received by executive team—with 15% business increase.
- Won Genuine Draft contest for 44% growth, with selection by corporate brand team to create focus accounts.
- Quickly **grew territory 22%** with full-service support to account owners that increased sales of full product portfolio; influenced revenue results for 8 reps by sharing promotional strategies.
- Designed and executed strategic business plans focused on high-ROI opportunities including promotional events, working closely with executive and marketing teams.
- Prevented competitive foothold, steadily growing profits and trimming costs by designing distributor staff incentives vs. single-consumer promotions.

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GROUP A WINE BAR & BISTRO, Orlando, Florida, 2007–2008

Recruited by owners to drive new business growth, with charter to hire and develop 8-person sales team in consultative methods and influence staff relationship-building techniques.

GENERAL MANAGER

Took high-profile role, rapidly increasing sales performance and generating repeat business by grooming staff to facilitate customer loyalty. Added operational/sales efficiencies with long-term impact. Managed \$40K inventory.

- Raised business profile to **win Channel 7 “A” List Best Wine Bar** award for top levels of service and quality.
- Strategically planned and launched Group A II location, with commendations from clients.

W.M. OAKLAND COMPANY, INC., Orlando, Florida & Portland, Oregon, 2003–2007

Created high-volume revenue and operational results at largest North American distributor of 3M and GE products, enhancing service reputation while conserving expenses and designing sales incentives.

DIVISION MANAGER - SALES/OPERATIONS, 2005–2006

Promoted to lead \$4M Florida Division, fostering sales achievement for 7-9 reports managing 600+ accounts, and assuming dual inside/outside sales management roles with oversight of all hiring, operations, facilities, and expenses. Administered \$420K daily rotating inventory, operations, and \$200K weekly purchasing.

- Led account diversification, expanding existing relationships and partnering with reps/managers from top vendors to increase market share and reach sales goals through promotional strategies.
- **Raised average order total** with 24X7 order capability, coordinating use of online purchasing tool for clients.
- Recouped \$10K+ in shipping expenses with P&L analysis that uncovered excess vendor charges.
- Project managed warehouse/office facilities move affecting \$500K+ inventory and 150 million items.

ACCOUNT MANAGER / MANAGEMENT TRAINEE, 2003–2005

Turnaround expert for Top 4, \$28M Seattle Division, with selection as #1 Management Trainee to revitalize underperforming areas; resolved training, process, and client trust issues. Managed 20+ key/national accounts including Jeld-Wen Windows, Boeing, and Delta Marine. Supervised 5 trainees promoted to management.

UNITED STATES NAVY, Rota, Spain, 2001–2002

Conducted CBR and emergency response training for 2,300+ staff. Managed equipment distribution.

DISASTER PREPAREDNESS TRAINER & COORDINATOR MOBILE RESPONSE UNIT OPERATOR

UNITED STATES COAST GUARD MARINE SAFETY OFFICE, Texas & Virginia, 1995–1999

Achievement Medal winner charged with White House Presidential and Military ceremony support; led 850+ offshore oil/gas inspections; managed and trained 100+ Honor Guard members.

EDUCATION

BACHELOR OF SCIENCE IN POLITICAL SCIENCE, Portland State University
Dean’s List; National Political Science Honor Society; Phi Sigma Alpha