

# 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*