Curriculum Vitae/Resume

Cristina Recchia

**CRISTINA M. McCARTHY RECCHIA**

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 **EXECUTIVE PROFILE**

Sales and Marketing Executive with 22 years of successful sales, sales management and consulting in Fortune 500 enterprises. Courageous, inspirational leader with a proven track record of leveraging high potential resources into high functioning teams that drive incremental growth and customer delight. Strong track record in new business development, enterprise sales, global and regional contract negotiations and effective business partnering.

 **AREAS OF EXPERTISE**

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| --- | --- |
| Digital Sales and Consulting | Solution Selling Sales Leadership |
| New Business and Territory Planning | Managing Complex Sales Cycles |
| Buliding Executive Relationships | Pioneering Innovative Directions |
| Business Consulting Leadership  | Enterprise Technology Sales |

 **PROFESSIONAL EXPERIENCE**

salesforce.com, San Francisco, Ca. 2012 – 2015

Cloud Computing – Software as a Service

**Senior Strategic Account Executive**

Developed Ford Motor Company as an investment territory. Quadrupled the revenue in 36 months.

* Developed a Global Strategy for Rollout of Sales Cloud at Ford Motor Credit
* Leveraged Ford Credit Reference into Marketing Sales and Service Rollout
* Developed Connected Car Innovation Strategy, presented to Don Butler, Mark Fields, Raj Nair, led to the Exact Target Project within FCSD to connect consumers to their vehicle.

Search Optics, San Diego, Ca. 2010-2012

Digital Marketing Services

**Managing Director, Central Region**

Developed the Central Region from $0 revenue to over $2M in twelve months.

* Hired and trained the Central Region Team while exceeding P&L budget by 100%.
	+ Cold calling, Marketing presentations, Dealer training and process improvement.
	+ Executed and taught “Solution Selling” to sales team.
* Developed Central Region reference accounts:
	+ - Sellers Buick GMC
		- Fury Motors
		- Kasper Automotive
		- Groulx Buick
* Opened the Detroit office in Ferndale, Michigan, November 2010.
* Interviewed all levels of personnel for the local office.
* Approximately 20 people work out of the Detroit office.
* Developed and maintain Central Region Blog “Digital Perspectives for Automotive Dealers” maintained on Linked-in and http://blog.searchoptics.com.

R.L. POLK & CO**.,** Southfield, MI 2004-2009

Automotive data and analytical services

**Global VP, Sales and Client Services, Central Region**

**Ford Global Account VP.**

Directed new business development, contract business, contract negotiation, and an eleven person sales team with annual sales exceeding $17M. (35 people globally)

* Negotiated a global contract with Ford Motor that achieved a single global relationship and added a competitive win over biggest competitor for 11 years.
	+ Appointed to manage a remote global team of thirty-five to drive global executive Polk sales for Ford.
	+ Grew Ford business by 20%
* Grew overall new software business by 80% the first year by rebuilding the Central Sales Region and creating an environment of sales accountability and new business growth.
* Replaced the majority of the existing sales team through performance management or reallocation within the company.
* Recruited and hired the first senior solution sales “hunters” at R.L. Polk & Co.
* Developed and deployed a new sales compensation plan to recognize new business sales.
* Customer satisfaction scores increased by 50% by showing OEM departments how to leverage available Polk data to make better decisions without incremental spending. Securing the value of the existing Polk data contracts.
* Hiring practices were adopted across the company.
* Top VP 2005, 2007, 2008, 2009 YTD
* Led Polk Re-branding effort to establish a new voice for the company to counter ever increasing competition in the industry.
* Auto Industry Blogs: http://blog.polk.com/blog/the-polk-blog

HASS MS&L, Troy, MI 2003-2004

Division of Publisis,

Public Relations

**Vice President, Marketing, Technology Practice**

Recruited to develop non-automotive business.

* Managed development of an integrated Customer Reference program for Sun Microsystems.
	+ Program included; PR, direct marketing, media training, and advertising.

CLEAR!BLUE, Brimingham, MI 2003

Experiential marketing firm with $10M in sales.

**Executive Director, Technology**

Recruited by former customer to direct account management and new business development in the technology field.

* Managed Compuware Corporate account with responsibilities for sales, marketing, technology consulting, writing, and partner development.
	+ Achieved $3M worth of new business by developing a Java programmer event at the new corporate HQ.

SUN MICROSYSTEMS, Southfield, MI

Unix hardware and software solutions 1992-2003

**Sr. Account Executive**, Ford Motor Company 2002-2003

Managed business process optimization at the marketing, manufacturing, advertising, legal and security levels to develop a cohesive strategy for selling web software and services at Ford Motor.

* Created joint business development programs with EDS PLM Application Development Systems that resulted in the standardization of Sun servers and workstations at Ford Engineering.
* Developed a cross division strategy in areas of identity management software, security, services architecture, grid computing and finally Telematics designed to sell Sun software and Java professional services.
* Partnered successfully with Ford IT to have Sun SMP and Java architecture adopted as an official Ford “pattern” as part of a centralized IT strategy.
	+ Achieved 110% of sales quota in 2002.

**SunOne Strategist,** Central Market Area 2001-2002

Promoted to build a national solution selling program for the field sales team.

* Developed and executed a program that heightened the skills of a hardware sales organization to include software and services selling through business process optimization.
	+ Program included in-depth interactive training for 800+ people, individual attention focused on specific account opportunities and business process re-engineering.
	+ Adopted by SunU training for worldwide rollout.

**Manager e\*Architecture Group** 2000-2001

Promoted as a result of the successful work as an e\*Strategist to manage a highly skilled group of PhD consultants that assisted Sun customers in developing business process optimization strategies to integrate their CRM business using web services and Java on Sun HW and SW, either internally or externally focused.

* Projects included P&G Customers for Life, Healthcare Portal for UHC, and Sprint email SP program.

**e\*Strategist** 1999-2000

Member of a national group of web visionaries tasked with developing solutions to move customers to the web with Sun.

* Evangelized the benefits of moving business to the web for Central Area Fortune 500 customers focusing on Sun's SW and HW offerings. Business areas included:
	+ Brick and mortar to web consulting
	+ CRM
* Worked with sales teams and customers including: Target, Proctor and Gamble, United Health Care, Ford.
* Responsible for presenting Sun’s vision at industry conferences across the US

**District Manager**, Michigan District 1997-1999

Promoted to manage and consolidate eight Michigan non-automotive reps under a single territory leveraging solutions across similar industries.

* Developed territory within investment and established accounts by leveraging existing customer installations, implementing solution based prospecting, cold calling, and re-seller partnerships.
* Managed escalations and customer satisfaction issues. .
* Exceeded target each year through structured account management, cold calling and reseller coordination

**Account Executive** 1992-1997

Recruited to Sun from IBM after beating Sun for a key piece of business at EDS/GM. Sold the complete line of Sun HW and SW solutions.

* Accounts included: Automotive Suppliers, Non-Automotive Named Accounts
	+ Dow Corning: First SAP on Sun sale in the US. Reference account responsible for $100M+ in Sun SAP Sales. Traveled with Customer Reference Team
	+ General Dynamics: Traveled with GD to assist with M1A2 sales using the technology on the Crew Station Trainer.
* Grew territories between 50% and 100% through effective prospecting, account planning and partnering with resellers.
* Specialized in developing reference customers which resulted in over $100MM in SAP on Sun sales.
* Maintained high degrees of customer satisfaction through intense focus on customer business needs.
* Achieved Sunrise Club (100% goal achievement) 8 out of 9 eligible years
* Achieved Sam’s Club (Q4 sales over-achievement) 4 out of 5 years

IBM, Southfield, MI 1985-1992

Trained in business process re-engineering in manufacturing, finance, office automation.

**Account Rep**, EDS, General Motors Account 1989-1992

**Manufacturing Specialist**, EDS, General Motors Account 1987-1989

**Marketing Sales Assistant**, EDS, General Motors Account 1985-1987

**EDUCATION:**

**BA**, International Relations, Michigan State University, East Lansing, MI 1987

**MBA,** Wayne State University, Detroit, MI 2013