

David W. Keelan, MBA

Executive Sales Leader

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EXECUTIVE SALES SUMMARY

Accomplished senior sales and marketing executive focused on revenue growth through talent development, customer relationships, who also processes a solid grasp of business fundamentals and sales processes.

- **Successful sales leader** with 10+ years of experience managing P&L, \$500mm+ revenue , 150 FTE sales teams, 20+ business solutions, exceeds budgetary and free cash flow goals. Leads, coaches, and develops diverse teams in competitive markets, and fast-paced environments. Has a strong financial acumen.
- **Solid record of sales success;** numerous top sales recognitions, and closed several of the region's largest contracts.
- **Consultative, progressive sales and marketing leader; credible and disarming client interface, inherently engenders trust** with all levels of decision makers.
- **Startup expert;** established sales groups, created and implemented sales processes, on boarding and training programs. Proven ability to analyze and determine an organization's requirements, identify opportunities to enhance competitiveness, revenues, and customer service offerings.
- **Organizational expert;** in the development of staffing requirements, performance metrics, sales processes and development, market and sales territory development, compensation plan design and management.
- **Skilled at the development and use of business intelligence tools;** that provide leading indicators of potential future performance, allow for business planning, and performance reporting.

AREAS OF EXPERTISE

- Market analysis • Business intelligence • Operational performance • Organizational development.

PROFESSIONAL EXPERIENCE

Comcast Business Services, Baltimore, MD

2008 to 2011

Director of Sales – Led a 50 member organization focused on business sector sales. Recruited by the regional and the divisional vice presidents.

- **Sales Results:** Implemented growth strategies resulting in 19% year over year revenue growth in data, video, and voice revenues, and exceeded enterprise fiber revenue targets by \$2 M by generating over \$6.2M in new annual revenue
- **New Market Development:** Led key customer relationships by initiating and securing meetings with client leaders that generated a high quality book of business resulting in over \$2M in new revenue.
- **Resource Management:** Collaborated with marketing, operational and engineering colleagues to create ROI for \$9 million in annual capital budgets and projects that led to increased market and customer opportunities helping to generate revenues of \$23M.
- **Organizational Development:** Developed and created the training program to successfully "on board" employees, and improve the understanding of sales processes, account management, and sales funnel and forecasting. Created a regional sales process plan providing general direction to the sales teams to ensure objectives are met which was adopted and implemented nationwide.
- **Business Intelligence:** Developed and implemented reporting that provided Key Leading Indicators to oversee and communicate the daily operations of the sales and support teams to ensure continued and timely revenue growth, and assist other functional departments in meeting sales goals.

Verizon Communications, Baltimore, MD

1995 to 2007

Telecommunications and Professional Services Provider

Group Product Manager (2006 – 2007) - Promoted by Vice President and Director of product management to group manager to lead the commercial data portfolio of products of over \$50 million in annual revenue.

- **Sales Results:** Launched and enhanced new services to the sales channel ahead of plan exceeding revenue targets by over 200%, and retaining an embedded base of over \$20 million.
- **Resource Management:** Led a cross functional team of indirect reports in operations, engineering, training, and process management.
- **Return on Capital:** Managed product enhancements in order to combat competitive pressures and improve return on assets.

Verizon Communications, Baltimore, MD (continued)

Manager Channel Integration (2006 – 2006) - Handpicked by the Vice President of sales and service for this Merger & Acquisition special assignment as part of a \$25 million merger integration of MCI and Verizon.

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- **Operational Efficiencies:** Integrated commercial sales information systems, tools and processes.
- **Product Marketing:** Identified and selected commercial products and strategies
- **Organizational Development:** Streamlined direct and channel sales, and engineering support organizations

Regional Manager, ESSC/AMG (2004 to 2005) - At the direction of the COO, and selected by the Vice President and Director of sales, launched the Affiliates Markets Group (AMG) to address corporate revenue reporting requirements for affiliated companies such as Verizon Wireless. Appointed acting director by Vice President.

- **Sales Results:** Generated new voice and data revenues in excess of \$5 million. Exceeded sales and revenue objectives by 115%
- **Contract Management:** Managed customer relationships and revenue in excess of \$200 million
- **Organizational Development:** Hired, developed, and led the sales, engineering, and customer support team members
- **Recognition:** Assigned responsibility for the Enterprise Sales and Solutions Center (ESSC) consisting of 48 employees in three call centers managing over 14,000 mid-market and large business customers.
- **Business Intelligence:** Increased sales productivity through implementation of new reporting metrics and training programs.
- **Recognition:** Selected as a Masters Club winner (Verizon's highest award).

Regional Manager ISP Markets (2002 to 2004) – Promoted by the Director of Sales to lead the general business Internet Services sales team. Recognized and appointed by Vice President to lead the enterprise team.

- **Sales Results:** Consistently exceeded 100% of sales and installed revenue quotas ranging from \$20 to \$175 million annually
- **Contract Management:** Responsible for \$500 million in annual revenue
- **Customer Relationships:** Directed customer relationships and sales strategies to enable the teams to exceed plans
- **Recognition:** Assigned to enterprise team, and selected as a Masters Club winner (Verizon's highest award)

Corporate Account Manager (1995 to 2002) – Recruited by the regional commercial sales leadership organization as a result of repeatedly winning in competitive situations. My success earned me recognition and a coveted position with the ISP Markets team.

- **Sales Results:** Consistently exceeded 100% of sales and installed revenue quotas ranging from \$5 to \$15 million annually
- **Contract Management:** Responsible for \$30 million in annual revenue
- **Customer Relationships:** Owned customer relationships and sales strategies

EDUCATION

Masters in Business Administration - Loyola University Maryland, Baltimore, MD

Joseph Sellinger School of Business and Management (AACSB Accredited)

May 2010

Bachelors of Arts, English - Gannon University, Erie, PA

May 1986

COMMUNITY LEADERSHIP EXPERIENCE

Community College of Baltimore County (2010) - Applied and information Technology Advisory Board

Howard County Police Foundation (2009 – 2010)

Officer, Howard County Political Club consisting of over 250 members (2003 -2005)

St. Patrick Celebrations, Inc. Baltimore, MD (2000 – 2005) – General Chairman responsible for the operation St. Patrick Parade and 5K race.

- **Organizational Development:** Organized the volunteer groups by recasting committee assignments and purposes. Formed a new corporation, established a board of directors, and obtained 501c3 recognition.
- **Profit and Loss;** managed a \$100,000 operating budget.
- **Results Driven;** turned a \$7,000 deficit into a \$25,000 surplus.
- **Marketing;** developed and implemented a \$90,000 marketing plan, obtained television exposure, revamped all printed material including the parade magazine, established web presence, increased sponsorship levels 25%
- **Public Relations:** Created a parade economic impact study and persuaded local government to reduce and/or waive permit and fees.