

RICKY McCABE

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~ DIRECTOR OF SALES OPERATIONS ~

Solutions-focused executive sales leader possessing expertise in spearheading large-scale business development, sales, and marketing operations, market development, business leadership, key/major account management, and team oversight. Expertise in managing high-impact business, sales, and marketing strategies that drive growth and maximize revenue via the development of strategic sales plans, strategies, and solutions designed to enhance competitiveness, spearhead market growth, increase revenue and achieve net profit yields. Skilled communicator adept in building and leading high-performance teams, business processes, and complex negotiations, while overcoming business challenges, managing performance, and making high-stakes operational decisions.

Interesting Note: 7th Generation Grandson of Thomas Jefferson & Sally Hemings

- Sales Operations Mgmt.
- KPI & Metrics Development
- CRM & Change Management
- Sales & Forecast Analytics
- New Business Development
- Business/P&L Strategy
- Territory Management/Growth
- Channel Management
- Revenue & Profit Growth
- Key Account Management
- Team Building/Management
- Project Management

PROFESSIONAL EXPERIENCE

REIG Asset Management | San Marcos, CA

4/2019 - Present

A real estate services company focused on value-add investment properties in secondary and tertiary markets across the U.S.

MARKETING DIRECTOR/SALES OPERATIONS MANAGER

Champion all aspects of sales and marketing operational strategies to drive partnership solutions and identify trends to secure new opportunities and increase pipeline, while spearheading the close of all business deals, including RFP development and CRM buildout/management.

- *Received "Top Presenter Award" for Awaken Pathfinders marketplace management program (2020)*
- *Converted REIG's entire Infusionsoft, google sheets organization, and marketing systems with new workflows and automation into HubSpot generating 30,000+ prospects, over 100 new workflows and automation, and a complete brand overhaul.*
 - Collaborate with the executive team to develop and implement plans for sales operations, processes, and personnel designed to accommodate continuing growth objectives.
 - Track and analyze sales pipeline metrics to drive continuous improvement; direct, manage and lead the strategy of company resources and partners throughout the sales and project cycles.
 - Oversee execution of each new project through close collaboration with internal and external stakeholders, while partnering in go-to-market strategies for clients.

Movetic | Encinitas, CA

4/2017 - 4/2019

A full-service creative agency elevating brands to the forefront of their industry via branding, design, and strategic experiences.

DIRECTOR OF BUSINESS DEVELOPMENT

Directed all aspects of new and existing business development via the delivery of proactive solutions to drive client acquisition, brand building and growth, product/service promotion, market positioning, and the development of best practices and strategies. Championed the implementation of business development business plans, client development, account management, and portfolio management for a range of clients, with a focus on go-to-market strategies within the CPG market.

- *Spearheaded the name and brand growth strategy of Skrewball Whiskey (2017)*
- *Successfully built out the entire sales division and HubSpot CRM system for the agency (2017)*
 - Directed the achievement of all established sales, business development, and client strategy development, while consistently monitoring, analyzing, and adjusting strategies against goals.

- Drove performance metrics via strategic analysis and enhancement of growth, revenue, and profit trends, while identifying new market opportunities and devising creative strategies to penetrate new accounts/partners.
- Collaborated with the internal marketing design team to create effective sales collateral and oversaw the execution of each new project through cohesive partnerships with internal and external parties.
- Spearhead the close of all business deals, including RFP development and CRM buildout/management; presented data from Google Analytics, HubSpot CRM, and industry insights to help strategic agency decisions.

Cintas | San Diego, CA

4/2016 - 4/2017

Designer, manufacturer, and distributor of first aid, safety, and fire protection products/services, uniform programs, supplies, tile/carpet cleaning, and promotional products.

OUTSIDE SALES REPRESENTATIVE

Directed all aspects of B2B territory sales, new account acquisition, and business development in regard to commercial fire protection products and services such as commercial fire suppression systems, supplies, sprinklers, fire alarms, and fire alarm monitoring systems. Delivered training programs in areas including first aid, safety supplies, and AED units throughout San Diego County.

- ***Recognized as a consistent Top New Business Representative and Top Sales Performer within the Southern California market, while exceeding sales goals by over 125%.***
 - Partnered cohesively with marketing management in the design, development, and launch of targeted sales and marketing collateral for perspective clients.
 - Engaged with and analyzed customer needs to deliver recommendations on various products to improve revenue and the customer experience; implemented B2B sales and networking strategies.
 - Conducted site analyses, preliminary system design, labor and materials estimates, sales proposals and presentations, change order management, and job progress reviews.
 - Prepared/submitted sales forecasts and future sales projections; continuously grew customer base via upselling/cross-selling additional products and services, and negotiated service agreements.

Waste Management | El Cajon, CA

6/2014 - 4/2016

A leading waste management, comprehensive waste, and environmental services company in North America.

OUTSIDE SALES REPRESENTATIVE

Managed the promotion, marketing, and sale of waste management services to government, business, and commercial accounts, while handling existing account issues, implementing business development strategies for expanded growth in service areas, and educating potential customers on services and processes in order to drive sales and bolster revenues.

Developed and presented RFPs and RFBs for government and non-government site locations.

- ***Received "Emerald Circle Award" for top national performance in Q1/2015 and the "Rainmaker Award" for the largest sale nationally, while exceeding/maintaining sales goal at over 125%.***
 - Conducted pre-sales activities to gain an understanding of customer needs, gathered marketing material and pricing plans, and determined the best sales strategy to close the deal while managing waste ratios for accounts.
 - Proactively identified opportunities to cross-sell additional products and services in order to drive sales and increased revenues, while setting up new accounts and implementing customer account retention techniques.
 - Adjusted sales technique depending on the nature of the prospect or customer, while presenting products, services, and the benefits of being a customer via a consultative approach.

Phamatech, Inc. | San Diego, CA

6/2012 - 6/2014

A global manufacturer of rapid diagnostic devices and a provider of laboratory testing for medication monitoring, illicit drugs, alcohol, and pharmacogenetic testing.

NATIONAL SALES CONSULTANT

Implemented strategic consulting, including business plans and sales strategy development for government and non-government operations, while spearheading marketing efforts.

- ***Successfully drove the achievement of over \$1M in annual diagnostic sales.***

EDUCATION

BACHELOR OF ARTS ~ COMMUNICATIONS

University of Nevada- Reno

President ~ Alpha Kappa Psi Professional Business Fraternity (50+ members)