

RAYMOND SNYDER

1773 Warwick Drive, Oldsmar, FL 34677, 727- 746-6600

SALES & MARKETING PROFESSIONAL

PROFESSIONAL PROFILE:

Multi-dimensional sales and general management professional with a comprehensive understanding of the culture, operations and practices of the commercial, institutional and residential marketplace. A strong, resourceful leader and decision maker with a record of success and the vision to produce steadily increasing revenues in competitive environments. Exposure to P&L, multi-site venues and human resources. Proactive approach combined with strong customer management programs has led to capturing numerous accounts and expansion of customer base. Core competence in negotiating and closing sales usually with key operatives. Ability to build cohesive teams. *Industrious and eager to move on to a new challenge.*

SPECIAL STRENGTHS

- ◆ Sales and Marketing
- ◆ Recruitment and Training
- ◆ Strategic Alliances
- ◆ Competitive Analysis /Positioning
- ◆ Account Retention
- ◆ Team-Builder
- ◆ Contract Negotiations
- ◆ New Business Development
- ◆ Diplomatic / Tactful

RELEVANT EXPERIENCE:

4/83-Present Mainway Corporation, Plaistow, NH

Sales & Operations Manager

- Formed an enterprise from scratch with limited capital investment and over time set up the infrastructure enabling it to expand into a major regional force within the moving and storage industry.
- After the start-up, served heavily as an account executive becoming expert at identifying client prospects, cultivating strategic relationships, and maximizing account sales.
- Called on high tier officers and purchasing executives and through one-on-one presentations convinced them of our competence, competitive pricing structure and rapid turnaround capability.
- Notable Accounts: Polaroid Corp Digital Equipment Corp, Union Trust Co., Bradford Trust, Wang Corp., Bay Bank, the Department of Defense, state governments, and various hospitals.
- Provide leadership and direction to six sales reps, an office manager, customer service personnel, estimators, transporters, credit, collection, billing and payroll administrators.

Significant Achievements:

- Within two years drove annual revenues to \$2.5 million and with the passage of time developed a core account base of 140 customers served by 150 employees.
- Change agent skills influenced greater productivity and efficiency. Retooling key operations led to incentive payments, less hours worked by transporters (drivers) and a lowering of overhead by 12%.
- Developed a sliding scale commission schedule that further increased bottom-line profits.
- Within 10 years revenues increased to \$17.8 million and peaked at \$20 million while net earnings rose from \$18,000 at inception to a record \$1.4 million.

5/77-4/83 Bekins Moving & Storage, Boston, MA

District Manager / Sr. Branch Manager

- As Sr. Branch Manager was accountable for Boston, Detroit and Philadelphia operations. Boosted sales by 29% and reduced operating expenses by 19%.
- Promoted from operations manager to Boston Area Branch Manager.
- Gained "Branch of the Year" status for two years out of 22 branch operations.

EDUCATION: Bachelor of Science, Marketing, Fordham University, New York, NY