

Jack Clemons II

(727) 482-1590 | jackclemonsii@gmail.com | <https://www.linkedin.com/in/jack-clemons-ii/>

Sales Leader & Strategic Deal Maker

Maximizing Revenue Through Strategy & Relationships

Professional Summary

Results-driven Sales Leader with 20+ years of experience driving revenue growth, leading high-performing teams, and cultivating strategic client relationships. Proven expertise in business development, large-scale account management, and executing innovative sales strategies across competitive markets. Adept at identifying opportunities, streamlining processes, and implementing solutions that enhance performance. Recognized for building cross-functional teams, developing top talent, and achieving sustained market share and revenue growth.

Highlights of Expertise

- Strategic Planning & Execution
 - Key Account Acquisition & Management
 - Market Share & Revenue Growth Strategies
 - Business Development & Expansion
 - Sales Forecasting & Budget Administration
 - Cross-Functional Team Leadership & Development
 - High-Value Contract Negotiation & Closing
 - CRM Optimization & Client Retention Strategies
 - Data Analytics & Market Insights
 - Process Optimization & Scalable Solutions
 - Executive-Level Presentations & Public Speaking
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Professional Experience

REGIONAL SALES DIRECTOR | Team Velocity | Southeast, US | Jan 2022 – Jul 2024

- **Market Expansion & Revenue Growth:** Increased average revenue per account and achieved double-digit market share growth across AL, FL, GA, and MS by leveraging industry insights, local relationships, and strategic OEM partnerships.
- **Omnichannel Marketing & Customer Experience:** Provided a single technology platform enabling Tier 3 franchises and dealer groups to execute intelligent, data-driven omnichannel campaigns—improving the consumer experience throughout sales and service cycles while reducing marketing expenses.
- **Pipeline Management & Goal Attainment:** Managed a robust pipeline, regularly meeting and exceeding monthly revenue and retention targets. Introduced 9 new Tier 1 (OEM) certified partnerships and forged relationships with the largest private enterprise account in Florida and the largest public enterprise account in the nation.
- **Strategic Prospecting & Consultative Selling:** Conducted in-person and remote pre-call planning, executed targeted cold calls, and engaged variable and fixed operations stakeholders to identify needs, present tailored omnichannel solutions, and align proposals with OEM KPIs.
- **Cross-Functional Leadership & Technology Integration:** Collaborated with internal and external teams to integrate websites, retention tools, and advertising solutions, ensuring cohesive, results-driven marketing strategies that enhanced customer satisfaction and sustained long-term growth.

TERRITORY MANAGER | ACV Auctions | Greater Tampa Bay Area, FL | Aug 2020 – Dec 2021

- **Strategic Territory Turnaround & Growth:** Revitalized a declining territory using The Challenger Sales Model to retain existing partnerships, establish new relationships, and drive sustained revenue increases.
- **Team Leadership & Development:** Led a team of ~10 remote direct reports, coaching existing members and recruiting new talent focused on delivering high-touch customer service aligned with client needs, budgets, and expectations.
- **Performance Excellence & KPI Achievement:** Achieved #1 in percentage to goal and #2 in total volume YTD, the only territory in the region to surpass monthly targets during both Q1 and Q2.
- **Territory Planning & Operational Efficiency:** Implemented structured daily/weekly/monthly schedules, matching the right team members with select dealer partners to boost volume, improve sell-through rates, and enhance time management.
- **Customer-Centric Solutions & Market Insights:** Leveraged market knowledge and partner feedback to tailor services, aligning variable operations (wholesale units) and digital product offerings (online listings) with evolving client demands.

DIGITAL MARKETING SALES MANAGER | AutoWeb, Inc. | Nationwide | Feb 2020 – Jul 2020

- **Strategic Sales Leadership:** Oversaw a team of 20+ inside and remote sales professionals, guiding them in identifying and capitalizing on new direct partnership opportunities in top DMA markets, increasing market share and product penetration.

- **Pipeline Optimization & Prospecting:** Created a new prospecting framework targeting dealers with leading market share, driving more than half of new business from cold calls rather than dealer inquiries or referrals.
- **Performance Metrics & Remote Management:** Implemented and monitored work-from-home activity goals, resulting in double-digit, month-over-month increases in dials and talk time, improving overall team productivity.
- **Stakeholder & Cross-Functional Collaboration:** Reported to the VP of Customer Experience, working closely with internal stakeholders to align on sales strategies, uncover new opportunities, and reduce churn across diverse dealership profiles.
- **Direct Partnership Expansion:** Utilized a complete sales cycle approach to identify and develop direct partnerships with small to medium-sized dealership groups, as well as individual franchise and independent dealerships, ensuring sustainable revenue growth.

SENIOR VICE PRESIDENT, AUTOMOTIVE SALES & STRATEGY | duPont REGISTRY |
 Nationwide, US | Oct 2018 – Feb 2020

- **Executive Leadership & Strategic Growth:** Managed a \$7M annual revenue stream, leading all investment decisions, business planning, and go-to-market strategies for the Automotive Sales division.
- **Sales Force Optimization & Talent Development:** Recruited, mentored, and developed high-caliber sales professionals, introduced cutting-edge systems and technologies, and streamlined processes to increase productivity and surpass ambitious revenue targets.
- **Stakeholder Engagement & Relationship Management:** Reported directly to the CEO, collaborating with OEMs, key external partners, and dealership groups—ranging from local to national—to align solutions with market demand and client objectives.
- **Compensation & Product Innovation:** Improved the dealer sales compensation plan and introduced \$1M in new omni-channel media solutions—spanning print, digital, events, social media, and email—resulting in 70% new business growth and double-digit YoY revenue increases in social and digital media channels.
- **Team Leadership & Performance Management:** Oversaw a team of 20+ inside direct reports, fostering a high-performance sales culture focused on continuous improvement, market expansion, and sustainable revenue gains.

BUSINESS DEVELOPMENT MANAGER | Affinitiv Inc | Southeast, US | Dec 2017 – Sep 2018

- **Strategic Market Expansion & Stabilization:** Partnered with luxury OEMs, regional, and local dealerships, utilizing predictive analytics and integrated technology to enhance brand loyalty, customer retention, and sales performance.
- **Multi-Channel Campaign Initiatives:** Introduced targeted direct mail, digital, email, social, and event-based strategies to drive new business generation, bolster the customer journey, and increase market share across the luxury segment.

- **Data-Driven Insights & Product Penetration:** Leveraged variable and fixed operations expertise to recommend impactful solutions that improved overall dealer performance, operational efficiency, and revenue growth.
- **Record-Breaking Revenue & Market Share Gains:** Achieved the highest monthly revenue in company history for a single-point dealership and secured double-digit market share increases for luxury franchise stores.
- **Change Management & Partnership Building:** Navigated corporate consolidation, stabilized the Southeastern market, and strengthened key relationships to ensure sustained success and long-term growth.

STRATEGIC SALES MANAGER | Cars.com | Southeast, US | Jun 2017 – Nov 2017

- **Territory Alignment & Execution:** Partnered with Directors and Regional Sales Managers to set and meet regional sales goals, refine go-to-market strategies, and ensure cohesive execution across multiple states.
- **Market Analysis & Account Planning:** Researched industry trends, identified emerging customer needs, and developed strategic account plans to drive market penetration and revenue growth.
- **Team Leadership & Mentorship:** Trained and guided sales staff in best practices, systems, and sales methodologies, fostering a high-performing culture and enhanced process efficiency.
- **Brand Representation & Relationship Management:** Represented Cars.com at industry events, built lasting partnerships with dealers, and strengthened brand presence in competitive markets.
- **Notable Achievements:** Exceeded aggressive sales targets, earned top performer recognition in fixed ops product lines, and expanded market share and new business opportunities.

DIGITAL MEDIA SENIOR REPRESENTATIVE | Cars.com | Greater Tampa Bay Area, FL | Nov 2016 – May 2017

- **Revenue & Partnership Growth:** Managed over \$1M in annual revenue, cultivating strategic partnerships with regional dealer groups, franchises, and independent dealerships.
- **Training & Development:** Provided comprehensive training on sales, merchandising, brand management, account retention, and upselling techniques, accelerating onboarding and professional growth of internal teams.
- **Market Expansion & Philanthropy:** Drove double-digit YoY revenue increases and 100% franchise market share growth while supporting large-scale philanthropic initiatives (Pediatric Cancer Foundation, Habitat for Humanity, Feeding Children Everywhere).

- **Performance Recognition:** Earned titles such as New Business Top Performer and Top Performer in Market.
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MAJOR ACCOUNT EXECUTIVE | Cars.com | Nationwide, US | Aug 2014 – Oct 2016

- **National Account Strategy:** Oversaw a \$2M+ annual revenue portfolio of national dealership groups, aligning quarterly and annual business plans with corporate objectives.
 - **Channel Coordination & Expansion:** Collaborated with local sales channels, direct partners, and affiliates to increase customer base, enhance market share, and maintain 0% revenue loss during market transitions.
 - **Product & Revenue Optimization:** Increased average revenue per dealer through strategic sales of variable and fixed ops products, driving sustainable multi-market growth.
 - **Stakeholder Management:** Strengthened relationships with Regional Vice Presidents, Directors, Managers, and General Managers, improving communication and operational efficiency across the network.
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FIELD SALES MANAGER | Cars.com | Greater Tampa Bay Area, FL | Oct 2011 – Jul 2014

- **Strategic Sales Execution:** Managed a \$1M+ annual revenue portfolio, forging strong partnerships with dealer groups, franchises, and independent dealerships to boost sales performance.
- **Training & Development:** Enhanced team capabilities through education in sales, merchandising, brand management, account retention, and upselling, supporting talent onboarding and professional growth.
- **Market Expansion & Philanthropy:** Achieved double-digit YoY revenue increases and expanded market share by 100% while engaging in community initiatives to strengthen brand presence.
- **Performance Recognition:** Rookie of the Year, reflecting exceptional sales, retention, and market share results.

INTEGRATED MEDIA SOLUTIONS PROVIDER | Clear Channel Radio | Greater Tampa Bay Area, FL | Apr 2011 – Sep 2011

- **Automotive Business Development & Account Management:** Identified and solicited new automotive clients while servicing and expanding existing accounts, leveraging strong industry insights and relationship-building skills.

- **Multi-Channel Media Strategies:** Utilized resources in marketing, operations, and sales to present integrated media solutions (radio, digital, events) that aligned with dealership needs, budgets, and market positioning.
- **Customized Proposals & Presentations:** Developed persuasive, data-driven proposals reflecting market trends, station analytics, and dealership goals, ensuring offerings resonated with client objectives.
- **Market Analysis & Targeted Campaigns:** Matched clients to the most effective cluster stations and platforms by analyzing automotive market conditions, audience demographics, and promotional opportunities.
- **Client Satisfaction & Continuous Communication:** Maintained open, cooperative communication throughout campaigns, monitoring progress, making adjustments as needed, and ensuring a positive return on investment for clients.

SENIOR ONLINE DEALER SPECIALIST | duPont REGISTRY | Nationwide, US | Jan 2006 – Jun 2010

- **Dealer Relationship Management & Support:** Partnered with local and regional automotive dealers to identify marketplace opportunities, align product offerings, and ensure outstanding client satisfaction.
- **E-Commerce Platform Optimization:** Maintained and updated online listings, ensuring accurate inventory representation, consistent branding, and user-friendly navigation across digital channels.
- **Data-Driven Insights & Analytics:** Reviewed performance metrics to inform strategic recommendations, refine product mix, and improve the overall digital customer experience.
- **Digital Marketing & Brand Consistency:** Coordinated with internal teams to execute targeted online marketing campaigns that enhanced brand visibility and drove incremental leads.
- **Cross-Functional Collaboration & Communication:** Worked closely with sales, marketing, and technical teams to streamline operations, resolve dealer inquiries, and deliver seamless service experiences.

ONLINE DEALER SPECIALIST | duPont REGISTRY | Nationwide, US | Apr 2003 – Dec 2005

- **Strategic Dealer Account Management:** Collaborated with national automotive clients (Tier 3 dealers) to identify growth opportunities, develop comprehensive sales objectives, and consistently achieve revenue targets in variable operations (new, pre-owned, and certified pre-owned units).
- **E-Commerce Optimization & UX Enhancements:** Partnered with web architects to improve digital solutions, ensuring that online platforms, print (magazine), and event-based offerings aligned with evolving dealer needs and consumer expectations.
- **Data-Driven Analysis & Performance Tracking:** Leveraged analytics to monitor KPIs, guide market expansions, and refine proposals, enabling record-breaking monthly billings (\$40k–\$80k) and annual revenue (\$1M+).

- **Digital Marketing Integration & Brand Alignment:** Led the launch of online marketing and communication initiatives, collaborating with multimedia teams to deliver cohesive campaigns that enhanced market share and strengthened client relationships.
- **Cross-Functional Leadership & Communication:** Trained and supervised Online Dealer Specialists in advanced sales techniques, prospecting, and closing strategies, successfully building a high-performing team that exceeded departmental goals.
- **Notable Achievements:** Named Top Performer of the Year (2006–2010) for exemplary new business development, revenue growth, and market share gains; first representative to close an automotive OEM partnership.

LEADER IN TRAINING | AT&T | Greater Tampa Bay Area, FL | Oct 1997 – Apr 2002

- **Leadership Development & Operational Support:** Collaborated closely with the Retail Store Manager to refine leadership skills, optimize store operations, and enhance team performance.
- **Inventory Management & Compliance:** Performed regular inventory checks, maintained proper stock levels, and ensured strict adherence to AT&T Wireless operational standards.
- **Customer Service & Problem-Solving:** Delivered responsive, solutions-focused service on the sales floor, addressing billing inquiries, troubleshooting technical issues, and processing bill payments efficiently.
- **Process Efficiency & Accuracy:** Verified daily revenue reports, managed bank deposits, and completed essential paperwork, ensuring accurate financial and operational records.
- **Store Appearance & Brand Consistency:** Upheld high standards for store presentation, contributing to a positive, brand-aligned shopping experience and higher customer satisfaction.

Education

- **Associate in Science, Business Administration**
St. Petersburg College

Certifications

- **MCSE (Microsoft Certified Systems Engineer)**
IECUBED
 - **MCDBA (Microsoft Certified Database Administrator)**
IECUBED
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Technical Skills

- **CRM Platforms:** Salesforce
- **Data Analytics:** Excel, Tableau
- **Sales Enablement Tools:** LinkedIn Sales Navigator
- **Marketing Automation & Lead Generation Software:** Pardot
- **Communication & Collaboration Tools:** Slack, Microsoft Teams, Zoom
- **E-Commerce & Digital Sales Solutions:** DocuSign
- **Productivity & Office Software:** Microsoft 365, Google Workspace