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| **Josh Hancock** | jhancock.hancock3@gmail.com • [LinkedIn](http://linkedin.com/in/josh-hancock-a4944614b)(435) 621-1158 • Lehi, UT, 84043 |

**Sales Management Executive**

**Award-winning and growth-focused sales leader with proven success driving sales growth, managing product life-cycle, maximizing profitability, and accelerating business development, and growing market share.**

Commercially astute and top-performing professional proven track record of driving revenue growth in competitive SaaS industries and e-commerce platforms by leveraging expertise in sales, business development, and account management. Instrumental in devising product strategy, developing e-commerce websites, planning releases, and developing and curating innovative ideas that ensure product success and profitability. Experienced in launching customer support programs, reviving struggling businesses, and capturing profitable opportunities. Visionary leader with value-added skills in building, leading, and managing high-performing teams to generate sales, increase market reach, and surpass business objectives. Skilled in creating product development roadmaps, prioritizing product initiatives, refining features, and managing existing products to meet business objectives.

**Areas of Expertise**

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| * Sales Pipeline Management
* E-commerce Management
* High-Value Account Development
* Quality Assurance & Compliance
 | * Consultative & Value-based Selling
* Full Life Cycle Product Management
* Strategic Planning & Execution
* Client Relationship Management
 | * Continuous Business Development
* Revenue & Profit Optimization
* Contract Review & Negotiation
* Team Building & Leadership
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|  | **Key Career Accomplishments** |  |
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* Recognized as Top Rookie Expansion Account Executive of month at **Podium** for achieving 273% of quota.
* Attained 290% quota and received 6 months of straight of Top Account Executive awards. Had the largest sales month in expansion retail sales history.
* Generated more than $3.5M in monthly sales for **Mygrant Glass** and achieved over 30% year-over-year growth in market share, maximum in 3 decades of history.
* Honored with the Rocking M Award, accolades for Top New Sales Representative, and recognition for exceptional ADAS sales, including a record for most ADAS sales in a single year.
* Oversaw 300+ wholesale accounts for **Vorsteiner;** achieved over 100% revenue increase for 150 accounts within three months.
* built an e-commerce platform, **MaxConnect Marketing;** secured 500 vendors, enriched inventory with over 10,000 auto parts, enhanced social media presence, and acquired 80 wholesale accounts.

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|  | **Professional Experience** |  |
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**Podium –** Lehi, UT **March** **2023 – Present**

**Expansion Account Manager, Senior**

Provide guidance and training to new sales representatives, enhancing team proficiency and performance. Foster and maintain profitable client relationships to increase revenue and reduce customer attrition. Identify/address client issues and ensure provision of top-notch customer service to advance satisfaction and loyalty. Champion cross-team communication and problem-solving to prioritize goal achievement and collective success. Liaise with businesses across various sectors, ensuring tailored solutions.

*Key Achievements:*

* Drove account expansion, enhanced account potential, and increased upsell prospects through sales leadership.
* Met and consistently surpassed sales targets through effective deal closure skills in phone sales and ACV growth.
* Improved profitability and market share expansion via client relationship management and upselling strategies.
* Increased sales performance and quota achievement result in substantial revenue milestones.
* Elevated client satisfaction and loyalty lead to reduced churn and stable revenue streams..

**Mygrant Glass –** Salt Lake City, UT **April** **2021 – March 2023**

**Wholesale Account Manager**

Oversaw end-to-end account management functions, such as customer service activities, pricing strategies, resolution of complex issues, installation coordination, and order fulfillment. Provided expert assistance to clients, addressed special requests, resolved issues, and offered detailed product insights. Prioritized market share retention across all market segments. Advocated for selling value-added services over price competition. Introduced new delivery routes to expand market reach and bolster sales.

*Key Achievements:*

* Managed 3000+ accounts across Utah, Nevada, and Colorado, while overseeing operations of 5 branches.
* Produced over $100,000 in monthly sales of Advanced Driver Assistance Systems (ADAS) by cultivating and sustaining robust partnerships with both new and established accounts.
* Secured 55+ new accounts, including 6 ascended to top 10 revenue generators in respective markets.
* Identified and reclaimed 40+ dormant accounts and revitalized relevant business engagement.
* Guided and mentored teams of 5+ Customer Service Representatives at each branch, focusing on effective sales strategies and customer issue resolution.

**Vorsteiner –** Murray, UT **May** **2020 – April 2021**

**Wholesale Account Manager & E-commerce Business Manager**

Maintained account engagement through regular updates on new products, sales, and problem-solving support. Cultivated robust relationships with previously inactive wholesale accounts, revitalizing sales with 50 accounts and converting two dormant accounts into top revenue generators. Persuade non-stocking accounts to place initial stocking orders. Strategized account growth initiatives and generated sales from previously non-performing accounts.

*Key Achievements:*

* Drove new business growth and ensured long-term retention by developing two e-commerce websites for off-road and flow-forged wheel lines.
* Enhanced online business efficiency by recruiting, training and supervising a team of 3 for daily e-commerce operations.
* Spearheaded successful launch and distribution of a new off-road product line, setting a precedent in the company.
* Created and launched Vorsteiner and Venomrex websites, while overseeing design and execution processes.
* Produced over $500,000 monthly in wholesale sales and significantly contributed to company revenue.
* Drove substantial sales growth and expanded market reach through multiple container-sized orders.
* Achieved record-breaking monthly sales, setting a new company benchmark.

**MaxConnect Marketing / 4 Horsemen Racing –** Draper, UT **November 2019 – June 2020**

**VP of Business Development**

Managed wholesale accounts and drove sales growth through value-based strategies. Oversaw business processes and ensured alignment with organizational goals and efficient operational workflow. Nurtured robust partnerships and stakeholder networks and enhanced strategic alignment and operational synergy. Directed business development initiatives and crafted top-tier business strategies for short and long-term goals.

*Key Achievements:*

* Established an automotive e-commerce venture and directed end-to-end business operations as partner and CEO.
* Recruited and developed a six-member team, delivered training, and fostered a growth-oriented environment.
* Achieved initial revenue milestone of $40,000 in first month post-launch, escalating to a monthly revenue of more than $200,000 within six months.
* Grew account management efficiency, established robust wholesale and B2B relationships, and fulfilled account needs.
* Enhanced financial performance by devising and implementing a comprehensive marketing plan and sales funnel.
* Elevated brand image through creative design of company apparel and cohesive branding strategies.

**Makes and Models –** Salt Lake City, UT **December** **2017 – November 2019**

**Parts Manager and E-commerce Director**

Oversaw P&L weekly for parts and RennSport, and managed all parts operations, while supplying owner with essential website analytics. Cultivated vendor relationships and build B2B relationships with small repair shops, vinyl installers, and body shops to ensure business development. Reduced costs by purchasing parts for terminal at best possible price and while negotiating parts and material prices with vendors. Hired and managed a team of 2 for RennSport and a team of 5 for parts.

*Key Achievements:*

* Built e-commerce website to sell aftermarket automotive parts, while overseeing and growing their parts department.
* Optimized current profit margins by 2x, achieved record high revenue, and secured 40 new vendors for parts department and creating growth plans.
* Enhanced revenue and profit by creating and spearheading a wholesale parts program and brought on 15 wholesale accounts doing aftermarket work, while destroying parts department and rebuilding it back up the correct way.
* Achieved $120k in revenue at 35% margin by devising E-commerce website from conception to completion, creating social platforms, developing/overseeing marketing plan, adding 5000 categories and 3000+ products.
* Improved brand awareness by uncovering, developing, and evaluating marketing strategy.

**ECS Tuning –** Wadsworth, OH **November 2015 – December 2018**

**Audi Product Manager**

Devised and deployed product strategy and roadmap to ensure business development. Envisioned and employed pricing to meet revenue and profitability goals, while supporting in developing wholesale accounts and closing big wholesale deals. Managed in-house carbon fiber parts, delivered proactive support in creating product ideas, and communicated with manufacturer to meet organizational goals. Assisted in management with sales and customer service operations. Prioritized and managed product and customer needs, shaping product vision, and fostering collaboration among engineering, sales, and marketing teams.

*Key Achievements:*

* Bolstered profit margins with vendors by bringing new vendors and managing aftermarket vendor accounts.
* Received fast-track promotion from Audi product specialist to Product Manager through exceptional performance.
* Met revenue and customer satisfaction objectives through comprehensive understanding of Audi and components.
* Exceeded quarterly targets by adding over 1600 parts to website; generated sales of $300k from newly introduced parts.
* Enhanced customer satisfaction and retention by training customer service and sales teams in accurate parts identification.

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|  | **Additional Experience** |  |
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**Ford Technician –** Blue Ridge**,** North Georgia Ford

**E-commerce / Automotive Business Consulting –** Gerson Lehrman Group

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|  | **Education** |  |
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**High School Diploma |** Uintah High School – Vernal, UT

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|  | **Technical Proficiencies** |  |
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Shopify **|** Squarespace **|** WordPress **|** Volusion **|** Excel **|** Citrix **|** QuickBooks **|** NetSuite **|** Salesforce **|** Gong **|** Google Suite **|** Slack