Cori Rodgers

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**Proven Sales Leadership Professional**

Dynamic and results-driven sales professional with over 30 years of B2B experience in the automotive sector, including 20+ years in leadership roles. Proven track record in driving multi-million-dollar growth, leading high-performing teams, and developing innovative sales strategies. Expert in consultative sales, strategic account management, and leveraging Salesforce CRM to achieve exceptional results.

**Areas of Expertise**

* B2B Sales
* Salesforce CRM
* New Business Development
* Sales Leadership
* Consultative Selling
* Market Expansion
* Strategy and Execution
* Talent Development
* P&L Management
* Account Management
* Conflict Resolution
* Customer Analysis

**Career Experience**

**Sonny's Enterprises, Inc. -** *General Manager Sales and Operations, Dallas, TX* **2022 – 2024**

* Directed a multi-state B2B team, driving new business development and surpassing performance targets.
* Achieved 12% YoY growth, reaching $100+ million in annual revenue through strategic prospecting and consultative selling.
* Enhanced forecast accuracy by 10% and achieved a 30% productivity increase through Salesforce optimizations.
* Set exceptional customer service standards, achieving an NPS of 85.
* Recruited, trained, and developed sales team through 1-on-1 coaching, focusing on strategic account management, and cultivating strong relationships with clients, vendors, and partners to ensure long-term success and loyalty.

**Kwik Industries, Inc.** - *Director of Sales and Operations, Dallas, TX* **2020-2022, 1993-2023**

* Established multi-unit automotive lubrication and parts distribution centers, achieving $65 million in revenue.
* Developed a high performing sales team delivering 13% average year-over-year growth for 15 consecutive years.
* Increased annual EBITDA performance by $3M through strategic market analysis and negotiations.
* Enhanced forecast accuracy by 15% through real-time data analysis.
* Collaborated with Shell Oil Company to secure a multi-million dollar packaged lubrication deal.

**Parman Energy Group** *- Sales Director, Nashville, TN* **2017 –2019**

* Developed a team to surpass $55M in annual revenue, achieving 11% growth in under 18 months.
* Expanded Nucor-Yamato Steel account from $1M to $1.9M revenue within 2 years.
* Achieved OMA-1 Certification
* Partnered with leading lubricant brands such as Chevron, Citgo, Shell, Castrol, and Fuchs.

**Western Marketing, Inc.** *- General Sales Manager • Longview, TX* **2013 – 2015**

* Guided a sales and operations team, achieving $32M annual revenue.
* Built green field revenue from $0 to $32M within 3 years through strategic sales initiatives.
* Worked with prominent brands such as Chevron, Citgo, Shell, and Castrol.

**XL Parts** - *District Sales Manager***,** *Dallas, TX* **2019 –2020**

* Led a multi-state team, achieving $60M in annual revenue with 12% annual budget growth.
* Managed fiscal accountability, budgeting, and P&L.

**Education**

**Grace Christian University**