

Print

Application For Appointment/Reappointment - Submission #22461

Date Submitted: 4/15/2024

Name of Board or Boards for which you are applying:*

Sunrise Theatre Advisory Board

Name:*

Rodney Allmond

Home Address:*

874 SW Sultan Dr

City:*

Port St Lucie

State:*

Florida

Zip:*

34953

How long at this address?*

2

If less than two years, provide prior address:

Are you a citizen of the United States? *



Yes



No

Occupation: *

Director of Sales

Employer:*

Vontier Corporation

Do you own a business that operates within the City of Fort Pierce?*

Yes

No

If yes, list the address and nature of said business:

Do you now or in the future plan to do business with the City of Fort Pierce or the Fort Pierce Utilities Authority(FPUA)?*

Yes

No

If yes, in which organization and in what capacity?

Are you employed by a business that is located within the City of Fort Pierce?*

Yes

No

If yes, state the business and location:

Do you have special training or knowledge in the area of:

Engineering:*

Yes

No

Architecture:*

Yes

No

Real Estate Brokering:*

Yes

No

Finance/Accounting:

Yes

No

Contracting:*

Yes

No

Land Development:*

Yes

No

Utilities:

Yes

No

Management:*

Yes

No

Describe your professional background and what expertise you will bring to this Board. (Attach your resume or other applicable information below if desired) *

As a highly skilled professional with over 15+ years' experience in Marketing, Sales and Sales Operations. My experience aligns well with the requirements for the board. While my previous positions afforded me a well-rounded skill set including excellent relationship building and time management skills. I excel at: • Forecasting, planning, quantifying future costs/benefits of strategic decisions. • Prioritizing budgets based on long-term impacts • Managing strategy and implementation of new sales programs • Forecasting project revenue

Are you currently a member of a Commission-appointed board/committee?*

Yes

No

If yes, please specify:

Have you ever been convicted of a felony?*

Yes

No

If yes, what was the nature of the crime(s) you were convicted of:

If appointed, are you willing to attend a training session which could last several hours?*

Yes

No

Referred by:*

Desiree Allmond

Applicant Email Address:*

katiemae.allmond@gmail.com

Date:*

04/15/2024

Applicant's Signature:*

Rodney Allmond

APPLICATIONS EXPIRE 6 MONTHS FROM THE DATE OF SUBMISSION. PLEASE REAPPLY AS OFTEN AS DESIRED.

For additional information, please contact the City Clerk's Office at 772.467.3065 or email lcox@cityoffortpierce.com.

Upload Resume (Optional)

R Allmond Sr. 2024 Resume - RA (2) (1).pdf

Accomplished, goal-driven **Sales & Marketing Director** with a proven record of more than 15 years delivering about target revenues and growing account bases. Considerable experience with start-ups, business change, improvement programs, and acquisitions. A dynamic, goal driven leader with a history of success. I find that setting clear short- and long-term goals helps me to keep focused while completing daily tasks. Proficient in MS Office (Excel, Word, PowerPoint, Outlook), Salesforce, NetSuite CRM+, Microsoft Dynamics 365 and WebEx.

Key Performance Indicators influenced during my career in a SaaS Environment include:

- Increased Revenue generation
- Improved Customer Retention
- Increased Sales Growth
- Increased Profit
- Lowered Sales Acquisition Costs
- Improved Market Share

PROFESSIONAL EXPERIENCE

Teletrac Navman – Irvine CA • January 2023 – January 2024
DIRECTOR ENTERPRISE SALES

In this role I was responsible for driving the Teletrac Navman products and services in the US market and maximizing the performance of a team of Enterprise Account Executives while understanding specific market requirements and identifying new opportunities. I worked closely with the marketing team to optimize lead execution and performance. Additionally, I led account reps and strategy on daily execution of prospecting, lead generation and funnel management.:

Key Accomplishments:

- **Sales Growth:**
 - Develop and implement the strategic sales plan for US in conjunction with the VP of Sales, updating progress regularly and ensuring continued support for the direction!
 - Carry out effective territory sales forecasting, understanding the segment performance and market opportunity for US Market for lead generation and prospecting teams.
 - Identified new market opportunities via prospecting and trade shows via segments, and product requirements to maximize Teletrac Navman's presence in US market.
 - Develop and implement sales strategy for Senior and Junior Account Reps
 - Responsible for the management of enterprise prospects through all stages of a sales funnel including prospecting, identifying needs, presenting solutions, negotiation and closing
 - Responsible for managing a team of employees. This includes recruiting, training, observing, coaching, recognition, and performance.
- **Business Development:**
 - Managed and fostered partnerships via trade shows, and industry events.
 - Focused on Minnow and Whales of up to 10M TCV Demarcation
 - Coached 50 calls a day and converting 10% prospect conversations to add to funnel. Converting opportunities into clients
 - Focus on understanding of people, broadening canvas for value creation, create a delightful experience continuum for prospective customers and putting plays into action
 - Used LinkedIn, Navigator, Salesloft, Salesforce Drip campaigns and email to qualify, prospect, and get in contact with 70% of new leads
 - Organized and presented at 9 local trade shows to increase brand awareness and reach potential customers.
 - Developed new strategies to increase penetration into Transportation, Service, Government Construction, Intermodal and Alternative Fuels opportunities

Rodney Allmond, Sr.

SkyBitz – Herndon, VA • August 2021 – November 2022

NATIONAL ACCOUNT DIRECTOR (CONTRACT)

As an individual contributor in a SaaS environment, I proactively established and maintained working relationships with all enterprise account customers, and prospects for GPS Trailer Tracking Solutions. My function also included development and growth of Value-Added Resellers. I also steered the development of an initiative MEDDIC Sales Methodology-taking empowered internal team culture, building processes that helped sales deliver above expectations:

Key Accomplishments:

- **Sales Growth:** Lead all sales organizations for Q'3 and Q'4 2021 with highest ARPU and Revenue:
 - Smart Trailer technology that included GPS Hub (tethered and wireless), Camera, tire sensor, door sensors. On premise and cloud solution.
- Q'3 4k units sold, Q'4 6k units, 10k units sold FY21
- Focused on targeted campaign and sales strategy in the Truck Load, Volume LTL, and LTL segments.
- **Business Development:** Led strategy, overall account management and execution of strategic account plans for the largest accounts; Schneider National, ArcBest Technologies, ABF Freight, DHL.
- Managed and fostered partnerships via trade shows, and industry events
- Designed target operating models supporting business requirements, SLA's and commercial arrangements by leading workshops.
- Leading contract negotiations with channel partners, successfully negotiated contracts worth over \$20 million
- Identifying multiple value leakages in contracts which led to an estimated saving of \$5 million over a 5-year period
- Made up to 200 outbound cold calls per week to exceed sales goals
- Individually responsible for increasing indirect channel revenue and market share by both recruiting new partners and optimizing relationships with existing partners:
 - Key duties included business development (from opportunity to closing), evaluating partner performance, establishing regular collaboration calls, leveraging internal resources and stakeholders to add value, and helping partners reach their goals to ensure a continued positive and profitable relationship.
- **Account Development:** Conducted competitive analysis, industry research and created white papers for account executives ensuring they understand how to effectively compete and respond to objections
 - I was a key stakeholder in end-to-end customer success, including sales forecasting and strategy, inventory and promotional planning, chargebacks, budget adherence

Interapt – Louisville, KY • 2020 – 2021

VICE PRESIDENT, SALES (CONTRACT)

Offering SaaS and IT Managed Services Solutions, I efficiently managed 2M budget, staffing and sales targets. I had a close working relationship with the executive team contributing broadly to the strategic and tactical success of the business. I was responsible for all go-to-market strategy, revenue growth, and market leadership for growth across the Americas.

Key Accomplishments:

- **Sales Growth:** Lead all major account presentations and contract negotiations; point person in discussions to influence decision making and win client confidence to unlock potential opportunities.
- Under severely depressing economic conditions, grew sales by double digits, developing new business in the Americas.

Rodney Allmond, Sr.

- Implemented high-volume national email marketing campaign resulting in an average of 50 leads per week.
- Management of national sales team, pipeline development, forecasting, as well as personally managing companies largest tier clients.
- Worked in concert with the Marketing Department to develop products literature, sales aids, and training programs.
- Proposed, developed, and implemented a new "Move the Chains" Program that increased visibility of company brand.
- Restructured inside sales team to capitalize/focus on the Health Care Market and Finance/Banking Market.
- Led strategic project planning and growth management in a rapidly changing BPO arena.
- Developed short and long-term sales strategies to gain market share/penetration with Business Development Reps, Strategic Reps to uncover new sales opportunities, develop existing [organic] sales, and increase revenue.
- **Business Development:** Vetted over 30 potential new strategic partnerships to expand and/or strengthen our presence in the market. Partnerships that ensure double digit revenue growth over 5 year span.
- Crafted overall account sales strategy and coordinated activities of Strategic Reps to achieve revenue goals; marshaled internal resources to develop plans that helped clients achieve objectives.
- Simplified Contract Service Order Template, negotiation and its approval process which led to savings of 100+ man hours annually.

NexTraq, Michelin Group Company – Tampa, FL • 2016 – 2020

ENTERPRISE SALES DIRECTOR (2016 – 2020)

GPS Fleet Tracking. My role as a high-profile sales leader was selling complex GPS Fleet Tracking Solutions. I also led a team of Account Executives to revitalize dormant accounts, recapture lost accounts, and close new logos. I collaborated with internal customers to align sales and market development plans to guide the region, define resource requirements, prepare cost and revenue projections, and monitor financial performance.

Key Accomplishments:

- **Sales Growth:** Generated net-new recurring revenue of **\$1 million** with Ecolab Global HQ in Minneapolis Minnesota, and Hillsborough County Government in Tampa Florida FY19
- **Business Development:** Negotiated, closed, and coordinated 2 contracts with the local, and state governments, as well as multiple other businesses.
- **Account Development:** Successfully executed contract to closing with existing account revenues grew by over 65%
- Accomplished the record of biggest single sale in company history with Ecolab by landing over 3k units
- Achieved Fiscal Year *2019 Top New Adds* award for exceptional sales and customer support

DIRECTOR OF FIELD SALES – GREATER ATLANTA AREA (2016 – 2019)

Leader of sales team of 10 sales professionals responsible for increasing revenue, market share, and profitability of the NexTraq's MRM product line through business development and initiative-taking, selling via face-to-face interaction, field sales and marketing activities. Led a team of enterprise account managers supporting NexTraq's top accounts. Dotted line responsibility for growth, retention, management/supervisory role, and sales support.

Key Accomplishments:

- Coached, developed, and assisted Regional Sales Managers in closing sales deals
- Grew field sales team from 5 Regional Sales Managers to 10 Regional Sales Managers,
- Recruit, hire, develop and lead salespeople, providing strategic advice to C-level prospects/clients when necessary to Regional Sales Managers to secure business

Rodney Allmond, Sr.

- Consistently grew new adds/revenue year-over-year growth of 5% FY16
- 2018 drove Key Account growth through expansion and referral farming by 20%. Worked with sales leadership to connect referrals back to the new business team
- Directly responsible for launching **SPIN** Selling Sales Methodology
- **Annual Attrition** rate(s) of 20% FY16, 12.50% FY17, 10% FY18

ActSoft – St. Petersburg, FL • 2013 – 2016

DIRECTOR OF BUSINESS DEVELOPMENT AND STRATEGIC PARTNERSHIPS

In a SaaS environment, I delivered new revenue channels via wireless carrier partners, strategic initiatives, business alliances and industry specific solutions. Additional contributions included, but not limited to:

- Identified and developed new SaaS resell opportunities with AT&T, Verizon, Sprint, T-Mobile, Vodafone
- Created business development plans uncovering new opportunities that increased SaaS sales and profits in global markets
- Championed cross functional leadership team from Sales, Product, Marketing and Global Operations responsible for developing vision and strategies for Workforce application road map and future Go to Market Plans
- Strategic partnerships: working with Hardware OEM's, system integrators and resellers to maximize opportunities with large enterprise prospects
- Member of cross-functional team to resolve critical complex customer problems or issues
- Facilitated presentations to ActSoft Executives and Global Business Partners
- Engaged directly with CalAmp OEM and distributors to support sales channels
- Negotiated pricing terms and conditions that infused immediate revenue to the ActSoft bottom line
- Created and developed revenue generating partnerships with technology resellers and service providers
- Collaborated with sales, product development, global operations, and solution engineers to develop strategic sales initiatives
- Forged and maintained strong relationships with client executives and managers through consultative selling methodology
- Vodafone a trusted global wireless carrier. Grew SaaS account channel worth \$6m. 150% achievement in 2015 for UK service-related performance targets

Alorica – Tampa, FL • 2000 – 2011

SENIOR SALES MANAGER – (2007 – 2011)

In a call center environment, I demonstrated competencies in multiple verticals including Finance, Telecommunications, Medical Sales. Worked directly with Performance Managers, Practice Managers, and the Operations Manager to develop various strategies to ensure operations met/exceeded clients' Service Level Agreements (SLAs) and company goals.

Key Accomplishments:

- Accountable for planning and executing Inside Sales strategy in lock step with Performance Engineering and Marketing team to deliver new customer growth of 25% and customer retention growth of 20%
- Drove American Express Corporate Travel accounts, achieving 116% of goal based on \$35M 2008 target
- Received *American Express Partners Honors* award for Top Sales and Exceptional Customer Support
- 2009 110% of quota, and 138% of quota in 2010
- 2010 PRC Presidents Club Award
- 2010 PRC Supers Award

Rodney Allmond, Sr.

SALES DEVELOPMENT TRAINING MANAGER - (2005 – 2007)

Designed foundational training on core solution selling concepts and follow through methodologies for classroom training for B2B Sales Division of PRC. Created the one-on-one development process for all sales and operations managers in the central Florida market.

Key Accomplishments:

- Engineered Management Coaching & Development Tools, Performance and Management Processes and Procedural Documentation for Sales Managers
- Facilitated groundbreaking Leadership Development and Business Acumen training for the B2B Sales Division 2005, 2007, SPIN Selling Sales Methodology
- Restructured the organization design and led the North America team training through the acquisition and transition period. Led the implementation training program for 1k global sales employees in the areas of leadership, selling, product, technical and professional development
- Contributed to 30% increase in sales and productivity by redesigning a new hire sales curriculum and a sales program for established sales consultants
- Training directly supported and impacted \$60M in annual sales which was a 1.7% increase over FY06

NEW BUSINESS DEVELOPMENT MANAGER - (2000 – 2005)

Effectively led employee development teaching the art of negotiating and closing deals. Participated on a cross-functional leadership team to create marketing strategies that led to the increased generation of sales leads. Partnered with new sales channels to sell through, to other related services in the marketplace with which Hancock Information Group services could be combined into synergistic "co-branded" offerings.

Key Accomplishments:

- Outsourcing offerings/solutions (i.e Co-sourcing, Facility Outsourcing, Customer Acquisition, Customer Account Management, RPO)
- Managed and executed full life cycle moderate and complex e-business projects with a budget of over \$100k
- Close collaboration with various internal and partner-company teams such as sales, marketing, IT, engineers, and client services
- Analyzing sales data on Excel. Formulating conclusions and solutions for sales goals. Generating stack ranking of team.
- Improved Quality Assurance as a team by 8%. From 88% to 96%
- Motivated team to achieve monthly goals. Increased generated leads by 22%
- Secured major accounts including American Express Small Business Network and Direct TV, bringing a combined \$2M new revenue over 3 years

EDUCATION

Bachelor of Science in Business Management

UNIVERSITY OF PHOENIX, Tampa, FL.