

EDWARD P. PRISBY

11610 Hidden Hills Drive South • Jacksonville, Florida 32225
edprisby@comcast.net • (904) 607-1774

SALES ACCOUNT MANAGEMENT

Strategic Planning • B2B Sales • Profit Optimization

Aggressive self-starter with positive outlook and strong track record in 18 years of outside sales account management and business development for industry leaders plus 8 years additional experience in corporate purchasing. Results-oriented, decisive leader with proven success in establishing a lasting presence in markets, identifying growth opportunities, and forging strong business alliances. Proven ability to turn around problematic territories and develop new business. A leader in implementing corporate selling initiatives and value propositions.

CORE COMPETENCIES

- High-Impact Presentations
- Consultative/Value Added Sales
- Territory Growth
- Competitive Analysis
- Prospecting/Lead Generation
- Contract Negotiations
- Strategic Marketing
- Client Relationship Management
- Training and Coaching

PROFESSIONAL EXPERIENCE

CPI CARD GROUP – Jacksonville, Florida

Regional Sales Manager (June 2008 – February 2011)

Responsible for calling on the headquarters of major commercial and retail accounts in nine Southeastern states and the Caribbean. Channel development and management. Accountable for achieving sales volume, profit, brand/package mix, and market share objectives for the assigned accounts. Responsible for developing, selling, and implementing account specific marketing programs. Manage direct and indirect sales channels for custom manufactured plastic cards, packaging, personalization, and fulfillment. Responsible for developing relationships with C-Level decision makers with resellers and direct commercial customers. Work closely with customer service, plant production, and senior management to design and implement custom solutions for accounts located throughout the Southeast Region. Prospect for new business while managing current accounts and expanding market-share.

- Successfully managed both the Southeast and Northeast Regions for a seven month period in 2009-2010 until a new Northeast Regional Sales Manager could be hired. Prospected and opened new accounts, penetrated existing accounts, and coordinated all sales activities for 20 states.
- Achieved 124% to plan in 2010. Annualized sales of \$3,556,473 against an AOP of \$2,854,865 despite a sluggish economy in the retail and financial sectors.
- Well versed and comfortable with all facets of open and closed loop card manufacturing, personalization, packaging, and fulfillment.
- Made significant revenue impact in 2009 and 2010 with contactless card orders for a large, national hotel supplier.

...continued...

OFFICE DEPOT/BUSINESS SERVICES DIVISION – Jacksonville, Florida

Print Development Manager (June 2006 - December 2007)

Develop business opportunities and manage accounts for Design, Print, and Ship sales in the North Florida region. Work with sales and operations management to develop and implement customized marketing strategies that reflect the customer's brand and business model. Hold responsibility for growing relationships and penetrating sales for key accounts in a territory. Train and mentor 30+ commercial account managers in North and Central Florida to facilitate product category sales and profitability growth for region.

- Received **Outstanding Sales Performance** Award for Southeast Region, 2006.

Account Manager (September 1995 – July 1998)

Played key role in implementing marketing initiatives that launched Office Depot's presence in the Jacksonville market. Determined and managed geographical territories. Trained and mentored sales representatives.

- Grew new territory to **\$1.5M in sales** within 1-1/2 years while exceeding gross profit objectives.

FEDEX KINKO'S – (Print division closed and sold to Taylor Corp.) - Jacksonville, Florida

Regional Print Sales Consultant (June 2002 – June 2006)

Managed business stationery print system channel sales and marketing initiatives for Southeast and Midwest regions, traveling extensively throughout a 19-state region to cultivate customer and prospect relationships. Train and mentor 150+ commercial account managers to facilitate product sales and profitability growth for region. Collaborated with sales and operations division leaders to develop marketing strategies for Fortune 1000 clients based on customer business models.

- Provided strong leadership in developing corporate sales initiatives and value proposition.
- Presidents Club recipient for **Outstanding Sales Performance**, 2003.
- Ranked **6th nationwide and 1st in Southeast** region in percent-to-plan growth.

US FOODSERVICE – Jacksonville, Florida

District Sales Representative (November 2001 – June 2002)

Represented nation's second largest distributor in marketing more than 43,000 food products and equipment to food service operators. Tailored sales solutions to individual customer needs. Managed existing client base while successfully generating growth in territory and sales.

US OFFICE PRODUCTS – (Chapter 11 – Acquired by Corporate Express) - Jacksonville, Florida

Account Executive (July 1998 – November 2001)

Full responsibility for business-to-business contract sales of office products and services. Successfully opened up brand new territory and into a viable revenue source. Major sales producer, marketing more than 30,000 products to commercial organizations in the Jacksonville area. Chosen to participate in policy, quality, operational, and customer service committees based on expertise in those areas. Talented in value added selling to grow customer base, revenue, and profitability.

- Ignited annual sales volume from **zero to \$1 Million** in just one year.
- Significantly developed business and client base by delivering strong sales presentations and promotional opportunities and negotiating effectively to close sales transactions.

UARCO BUSINESS FORMS (Chapter 11 - acquired by Standard Register) – Jacksonville, Florida

Sales Representative (March 1993 – September 1995)

Assessed print and electronic document needs of existing customers and prospects to provide solutions that would positively impact organizational goals. Developed marketing plans to optimize market penetration in highly competitive industry. Ensured timely delivery of goods by communicating effectively with manufacturing plants.

- Increased revenue by expanding market share and implementing business development initiatives.

**** Excellent additional experience as **Senior Buyer** for Barnett Bank, & **Buyer** for AT&T. ****

EDUCATION AND PROFESSIONAL DEVELOPMENT

Bachelor of Science in Business Administration – Cum Laude • JONES COLLEGE, Jacksonville, FL

Listed in Who's Who in American Colleges and Universities

Ongoing participation in corporate-sponsored sales and purchasing seminars / courses.

MILITARY SERVICE

United States Navy – Honorably Discharged as a Petty Officer 2nd Class (E5) – 4 Years Service