

## SHELDON FREEMAN

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### **SALES MANAGEMENT: Business Development • Operations**

Results-driven business leader with proven record of delivering value, exceeding sales goals and objectives, driving business development initiatives that positively impacted the bottom line across diverse industries. Exceptional strategic planner able to conceptualize and execute sales and operational strategies guaranteeing desired outcomes. Superior sales and operations expert able to research niche markets, target prospects, and demonstrate to end users and client organizations the value of company's solutions. Experienced in profit and loss management along with ROI analysis. Business Administration and Marketing degree complemented by Six Sigma Green Belt certification. Graduate of General Electric prestigious Americas Sales Training Program (ASTP).

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#### **AREAS OF EXPERTISE:**

Consultative Sales • Capital Equipment and Service Sales (Includes Technology Hardware / Software)  
Business Development • Operations Management • High-Impact Presentations • Account Planning  
Prospecting • Strategic Planning • Vendor Relations • Strategic Alliances • Competitive Market Analysis  
Sales Forecasting • P&L Responsibility • Solutions Selling • Problem Solving  
Sales Management / Incentives • Training • Mentoring • Team Building / Leadership

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#### **PROFESSIONAL EXPERIENCE**

##### **TIM BROWN RACING, Dallas, Texas • 2007-2009**

Startup organization working toward becoming NASCAR's premier multicultural championship team.

**Vice President / General Manager of Operations:** Command strategic initiatives and leadership for top-tier sales and operations teams in alignment with corporate objectives. Devise and implement comprehensive strategies to stimulate revenue growth. Manage all private investment funds and drive fund-raising efforts to cultivate major capital. Spearhead sales efforts to secure sponsorships in a challenging environment. Maintain all business profit and loss accountability. Research potential clients by leveraging innovative business relationships and opportunities. Develop and manage sales funnel concepts and operations. Negotiate proactive contracts with vendors and consultants to meet the team's short- and long-term needs and goals. Formulate high-impact public relations, Internet and community service strategies and activities that raise the brand profile.

- Raised \$2 million of investor capital, spearheading full financial management, managing P&L accountability, and driving innovative marketing campaigns.
- Initiated and developed a strategic alliance with Dale Earnhardt Inc., tapping into DEI's infrastructure, experience and expertise to become a winning race team.
- Developed and presented all corporate sponsorship agreements for Fortune 500 companies.
- Restructured sales compensation program and devised a multi-tiered incentive plan to boost sponsorship sales.
- Built top-performing sales team of 6 exclusively to jumpstart new marketing and sponsorship opportunities.
- Drove launch of [Timbrownracing.com](http://Timbrownracing.com) website.
- Secured funding to support ongoing operational needs through the 2008 race season.

##### **AGFA HEALTHCARE CORPORATION, Greenville, South Carolina • 2005-2006**

Part of the Agfa Healthcare company, which develops, produces and distributes both analog and digital imaging systems along with IT solutions for the healthcare sector. 13,000 employees.

**Account Executive:** Directed sales of capital medical imaging equipment in the central U.S. region to promote premier product lines within the computed radiography, X-ray and Picture Archiving Communication System (PACS) equipment markets.

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**AGFA HEALTHCARE CORPORATION, Account Executive (continued)**

Generated profitable sales leads through prospecting, driving the sales cycle from lead generation through close. Managed distribution channels, relationships including sales force, sales funnel, training and dotted-line management. Delivered high-impact C-level presentations and executed demonstrations to customers and dealers. Liaised between distributors and Agfa Corporation, with responsibility for dealers' contributions to gross margin line.

- Selected among 4 account executives to launch new orthopedic division based on record of success in niche markets.
- Surpassed fiscal year operating plan by approximately \$1 million by expanding dealer network and revitalizing existing client relationships.
- Negotiated key strategic alliance agreements with dealers throughout the 9-state territory.
- Grew niche orthopedic market for digital imaging by creating and executing strategic demonstrations to dealers.

**EXTREMITY IMAGING PARTNERS INCORPORATED, Wexford, Pennsylvania • 2005**

Small company specializing in selling extremity MRI units to doctors and hospitals nationwide.

**Southeast Regional Sales Manager:** Piqued new customer interest in company's capital equipment products by creating effective promotional efforts introducing the MRI unit to doctors and hospitals in the given region. Competed successfully for sales against better-known General Electric's E-Scan units.

- Propelled an 80% increase in sales through effective trade show presentations, selling 4 units worth more than \$3.5 million in the first 5 months and achieving No. 1 sales manager ranking.
- Carved out a niche by gaining trust and business of smaller customers overlooked by competitors' huge sales forces.

**GENERAL ELECTRIC HEALTHCARE, New York, New York • 2002-2005**

Global provider of medical imaging devices and services as well as research and development tools for hospitals and physicians. More than 325,000 employees.

**Account Manager (2002-2005):** Designed overall strategies to drive sales growth of imaging modalities and service in the New York City geographic area. Generated proposals, prepared sales quotes, planned customer meetings and demonstrated equipment capabilities to potential customers. Led market analysis and strategy development efforts against competitive accounts, reporting current market conditions, field concern issues and requirements back to the business, creating action plans to improve market position. Developed and executed specific strategies and action plans to drive the digital imaging business. Oversaw installation of new products and acted as liaison between GE and customers throughout exceptionally long sales cycles. Investigated buildings' structural capacities to determine their ability to handle heavy, sensitive equipment.

- Met operating plan expectations of \$2 million in orders and \$1 million in sales in new territory in FY 2003 despite being new to the area in the third quarter.
- Exceeded plan in FY '04 by \$1 million.
- Increased GE's product footprint by 75% in new territory, strategically targeting executives and selling first extremity MRI in the city through use of consultative selling techniques.
- Built an \$8 million sales pipeline.

**Direct Sales Representative (2002):** Generated sales of medical imaging modalities by analyzing market opportunities and identifying new accounts. Drove all aspects of the sales cycle: lead discovery, quotes, follow-up, sales forecasting, close and installation. Forecast sales volumes monthly and quarterly. Prioritized high-returns and high-volume sales to maximize the region.

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**GENERAL ELECTRIC HEALTHCARE, Direct Sales Representative (continued)**

- Exceeded annual sales goal of \$14.5 million and stretch goal of \$21.6 million by \$1 million in first 6 months, becoming a team leader for the inside sales force; ranked No. 2 of 20 direct sales reps.
- Handpicked as 1 of 3 people to champion cardiac catheterization lab imaging equipment.

**XEROX CORPORATION, Rochester, New York • 1992-2002**

World's leading document management technology and services enterprise. \$17 billion company with more than 57,000 employees and the industry's broadest portfolio of offerings.

**IT Network Analyst (1999-2002):** Led Analyst Group to successfully support sales and service nationwide by resolving online and on-site issues. Supported sales system configurations at customer locations, and directed troubleshooting operations for post-product software launches. Devised and implemented process improvements to maximize productivity among quality teams. Monitored response times to all network devices, applications and service ports.

- Selected as first of 10 Analysts to join Xerox's Color Analyst Group.
- Orchestrated multiple audits, help desk activities and special projects with no manager oversight.

**Program Manager, Youth Advocacy Program (1992-1999):** Mentored and taught at-risk youth within the Rochester City School District as a liaison for Xerox's School Work Partnership Program Initiative. Played key role in program creation and continuing operation. Instructed 60 students, delegated work assignments, administered training and tracked progress. Managed annual budget of \$500,000, and oversaw 3 direct reports.

- Cultivated potential of students, playing key role in college enrollment for 70+ students and driving others to earn Fortune 500 positions.
- Won statewide recognition for program's innovative approach to working with at-risk youth.

**EDUCATION**

**Bachelor of Science in Business Administration and Marketing**

Keuka College, Keuka Park, New York  
Varsity level collegiate Athletics

**PROFESSIONAL DEVELOPMENT**

Six Sigma Green Belt Certification  
Mentoring and Diversity Awareness Training  
General Electric New Manager Development Course  
General Electric Americas Sales Training Program (ASTP)

**AFFILIATIONS**

National Sales Network Dallas-Fort Worth  
Association of African American Sales Professionals

**TECHNICAL SKILLS**

Microsoft Office, Windows XP / Vista • Apple Leopard Operating System