

# CHRISTOPHER EDWIN GROFF

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## SALES/BUSINESS DEVELOPMENT/MARKETING

### Professional Summary

Government & Commercial Technical Solutions Sales Expert • Strategic Business Development – New & Existing Markets • Channel Partner Management • Customer Event Planning & Management • Marketing Communications • Advertising Management • Company Speaker – Nationwide Conferences & Regional Seminars/Trade Shows • P&L Ownership • Top Sales Producer for AT&T, NCR Corp • Relationship Builder • Excellent Interpersonal & Presentation Skills • Innovative Leadership & Motivator • Self Starter & Problem Solver.

### Professional Experience

#### MARKETING CONSULTANT NY, NJ, WASHINGTON D.C METROPOLITAN AREA 2012 – 2013 FEDERAL & COMMERCIAL SECTORS

Assist customers in identifying and evaluating significant changes in market trends and new technology to obtain greater market share and sustainability within the Federal and Commercial sectors. Consulting services include: key planning structure for strategic accounts, provide marketing and business development, and value proposition identification. Design and develop comprehensive marketing/communications and capture plans to meet changing federal agencies focus and budget structure. One of our successes from analyses and marketing efforts resulted in a client penetrating new market segments that expanded their customer base and increased revenue by 30% during the last six months.

#### CONDUANT CORPORATION – LONGMONT, CO 2004 – 2011 VICE PRESIDENT OF SALES

Managed all sales, field marketing plans and customer events. Provided innovative leadership, built executive customer relationships, directed channel partners/salaried staff, managed \$1M+ budgets and exceeded sales goals.

- ◆ Successfully positioned and sold computing technology, solutions, products and professional services to US Federal and State agencies, prime contractors, universities, telecommunications companies and international clients.
- ◆ Developed sustainable sales and marketing plans incorporating market assessment, account planning, trade shows, seminars, partner sales training sessions, customer visits/demos, partner relations, marketing communications, speaking engagements, and collateral material.
- ◆ Teamed with partners to uncover, develop and close multi-million dollar sales opportunities within the US Department of Defense (Army, Navy and Air Force).
- ◆ Grew this startup engineering/technology company customer base from 1 to 15 countries—and increased sales to \$20+ million in 7 years.
- ◆ Established global channel partner program to meet revenue goals.

#### TELCORDIA TECHNOLOGIES, PISCATAWAY, NJ 1996 – 2004 DIRECTOR GLOBAL MARKETING & CORP. COMMUNICATIONS

Position Company with US Federal Agencies and *Fortune 500* clients. Collaborated with business unit heads to develop and manage strategic sales and marketing activities.

- ◆ Developed integrated marketing plans for a public safety and emergency notification system designed for local, state and federal agencies. Marketing efforts conditioned market and led to several multi-million dollar multi-year sales with US Department of Treasury, Homeland Security Agency and Department of Defense. Tactical elements included web site communications, customer briefings, sales collateral, end user forums, customer events, advertising, speaker placements at major industry events, press & media analyst briefings, tradeshow and sales training.
- ◆ For new division, Global Alliance Organization, developed go-to-market plans with *Fortune 100* business partners (IBM Global Services, Alcatel NAD, Nortel Networks, Cisco Systems, Hewlett-Packard and Sun Microsystems) to position voice, video, data, internet, and professional services with government and

corporate clients. Aligned RFP opportunities (\$10M to \$50M) with line product management to develop compliant, competitive and timely responses. Teamed with Hewlett Packard to close several multi-year, multi-million dollar, automated billing solution sales—domestic and international transitions. Drove \$125M in incremental revenue within 24 months of organization start-up.

- ◆ Created “CrossTalk” a cross business unit sales and marketing communications venue designed to promote business unit leaders to quickly identify, pursue, and close new business opportunities within new and existing accounts. Launched highly successful international “Customer Congress” event at Pointe Topatio Cliffs Hilton Resort Hotel in Phoenix, AZ, hosting 150+ executives from five continents. This \$75K event, drove \$18M+ in sales.

**NCR CORPORATION, GLOBAL INFORMATION SOLUTIONS, MIDDLETOWN, NJ** **1993 – 1995**  
**NATIONAL ACCOUNT MANAGER**

Developed & executed strategic account plans, managed sales groups, successfully positioned NCR computing products and services with Fortune 100 accounts, built executive client relationships, managed customer events and responded to multi-million dollar Request for Proposals.

**RESULTS:**

- ◆ Achieved \$50M annually selling large computing servers/software platforms, PC systems and professional services. Member of NCR’s Sales Achievement Club for Outstanding Sales Performance.

**AT&T CONSUMER COMMUNICATION SERVICES, BASKING RIDGE, NJ –** **1990 – 1992**  
**NATIONAL ADVERTISING MANAGER**

Achieve brand and product awareness objectives, create successful lead generation strategies and support achievement of business plan revenue objectives for AT&T’s Corporate Calling Card and for Language Line Services.

**RESULTS:**

- ◆ Increased AT&T Calling Card requests by 67% - over previous year campaign.
- ◆ Created custom and cost effective integrated marketing campaign for Language Line Services Trained CSR personnel in handling 7,000 leads resulting from ad campaign.

**AT&T BUSINESS COMMUNICATION SERVICES, BRIDGEWATER, NJ –** **1988 – 1989**  
**ADVERTISING MANAGER**

Achieve brand and product awareness objectives, create successful lead generation strategies and support goals of business plan revenue objectives for AT&T’s line of PCs, business server systems, and professional services.

**RESULTS:**

- ◆ Selected by Senior AT&T Management to identify product value and integrate strategic messages into advertising and marketing communications. Launched nationwide integrated advertising campaign—created thousands of qualified prospect calls for sales force.

**AT&T COMPUTER SYSTEMS, MORRIS PLAINS, NJ –** **1985 – 1987**  
**NATIONAL ACCOUNT MANAGER**

Achieve sales quota objectives for AT&T’s line of PCs, business server systems and professional services.

**RESULTS:**

- ◆ Received AT&T Sales National Account Manager Certification, closed \$5 Million in booked sales annually with Value Added Resellers, member of AT&T Sales Club.

**EDUCATION**

- ◆ Business Administration Graduate Credits, Fairleigh Dickinson University, Madison, NJ
- ◆ B.Sc. Journalism, West Virginia University, Morgantown, WV.