

Roseanne Rosanadana

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SUMMARY

Ten years experience in domestic and international sales and business development. Decisive ability to initiate and negotiate strategic sales, demonstrating a bottom line performance. Effective team leader with excellent interpersonal and communication skills.

CAREER HISTORY

Manute Bol Travel Systems Inc.
Vice President - Sales

Waltham, MA
1997 - present

Co-founder of a start-up company providing consulting and software integration services to the domestic and international travel and transportation industries.

Responsible for sales of consulting services and software products, primarily in the U.S. and European markets.

- Successfully contracted agreements with five international firms; three sales/distribution channels and two - product selection and design.
- Successful completion of contracts produced revenues providing the company with a break even operation in the first year.
- Identified target customers requiring consulting services to enhance distribution channels and/or product offerings.
- Lead implementation of sales assignments achieving increased sales activity and market penetration for the client.
- Participated in new product evaluations and design engagements.

Bravado Systems, Inc.
Vice President - Business Development

Kneedeep, TN
1993 - 1997

A computer software company providing UNIX based systems to the travel industry. Tenure realized a threefold increase in revenues.

- Member of senior management team with primary responsibilities for initiating medium and long-term sales and business programs in the U.S., European, and PacRim markets.
- Identified and lead negotiations in sales and business contracts worth 7 million dollars.
- Implemented strategic development plans broadening sales channels and product offerings, hardware and software, resulting in substantial corporate growth in revenues and alliances.
- Planned and implemented the reorganization of the sales and marketing departments contributing to increased corporate account sales using corporate and strategic alliance sales efforts.

Consultant

Primary responsibilities consisted of analysis and pro-active planning of the current/proposed products as they relate to increased market share in the U.S. and International marketplace.

- Advised the President and Executive Committee in strategic planning for corporate expansion into larger domestic and new international markets, including formation of alliances and evaluations of mergers and acquisitions.
- Conducted extensive company and product searches to identify alternate sales channels and products.

Groundhog Information Systems, Inc.
Vice President of Sales National Sales Manager

Boston, MA
1994 - 1996

A subsidiary of Aer Lingus, headquarters in Dublin, Ireland. CARA provided computer software and hardware products to the travel industry and other targeted vertical markets.

Responsible for establishing and building a new sales organization for this European software company, providing full turnkey solutions in the North American travel marketplace.

- Achieved sales resulting in the successful installation of 15 systems.
- Signed contracts with two major chains and several management companies.
- Established 3 new regional sales offices in North America.
- Earned performance bonus resulting from corporate market positioning and sales activities.
- Orchestrated marketing campaign consisting of corporate/product advertising, literature and trade shows.

Computerized Morphing Systems, Inc.
Account Executive

Milton, MA
1991 - 1993

An Inc. 100 company providing computer software turnkey solutions to the travel industry. Responsible for the generation of new business in Southeastern United States.

- Generated and closed \$750,000 sales within six months of orientation.
- Average system sale of \$125,000.
- Closed the first three sales in the United States marketplace for a newly introduced product.

Azaria Telephone Equipment Company
Eastern Regional Sales Director Account Executive

Springfield, NZ
1988 - 1991

A computer manufacturer specializing in the development of emerging telecommunications technologies, specifically call accounting systems, capitalizing on deregulation within the telecommunication industry.

Responsible for participation in the sales organization during the start-up through product maturity and corporate positioning for an initial public offering.

- Generated over \$3.0 million in sales.
- Developed territory into largest production area within two years.
- Number one salesman consistently exceeded sales goals.
- Primarily responsible for increasing installation base from 20 to over 300 systems in less than 3 years.
- Recruited, trained and managed 4 salesmen.
- East Coast Service Center established as a direct result of sales success.

EDUCATION

Boston College
Bachelor of Science: Marketing

Boston, MA
May, 1988