

Arrie Mansourian

Director of Sales

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📍 3695 Oakwood Ln, Huntsville,
AL 35810

Education

Bachelor of Science in Business Administration at Auburn University

Sep 2008 - May 2012

Some skills I've learned are critical thinking, problem solving, effective communication, and time management.

Links

[linkedin.com/in/arriemansourian](https://www.linkedin.com/in/arriemansourian)

Skills

Sales

Marketing

Business Development

Customer Relationship
Management (CRM)

Leadership

Strategic Planning

Negotiation

Languages

English

Portuguese

Employment History

Director of Sales at Birmingham Business Journal, AL

Mar 2022 - Present

- Achieved sales goals for the year by 15%.
- Exceeded quarterly targets by 10%.
- Grew market share in key markets by 5%.
- Launched 3 new products and achieved 100% sell-through on initial orders.
- Led team of 12 salespeople to achieve individual quotas, on average, 110% for the year.
- Negotiated and closed 20 major deals with clients, totaling \$12M in annual revenue.

Senior Director of Sales at Hoover's, AL

Sep 2018 - Jan 2022

- Led a team of 15 salespeople that generated \$20 million in annual revenue.
- Grew market share by 5% year over year for 3 consecutive years.
- Achieved 100% quota attainment for self and team 2 out of the last 3 years.
- Won "Salesperson of the Year" award in 2016.
- Exceeded quarterly new business goals by 20% or more 4 times in the last 3 years.
- Managed a budget of \$1.5 million.

Executive Director of Sales at Dun & Bradstreet, AL

Jul 2012 - Aug 2018

- Hired and trained a sales team of 50+ people that increased revenue by 30%.
- Negotiated and closed 10 major deals, totaling \$20M in new business.
- Implemented a new CRM system that led to a 20% increase in customer retention.
- Grew the company's social media following by 100% with strategic content marketing campaigns.
- Led the sales department to achieve quarterly quotas for 4 consecutive quarters.
- Won "Salesperson of the Year" award from industry association.

Certificates

Certified Sales Professional (CSP)

Mar 2021

Certified Sales Manager (CSM)

Jun 2019

Memberships

American Marketing Association

National Association of Sales Professionals