



# Carlia Schron

Vice President of Sales

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2404 Ritchie Rd, Capitol Heights, MD 20743 

## Education

**Bachelor of Science in Business Administration at University of Maryland, College Park**

Aug 2011 - May 2015

I have learned excellent written and oral communication skills, teamwork, leadership, time management, and computer skills.

## Links

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

## Skills

Sales



Business Development



Account Management



Customer Service



Marketing



Project Management

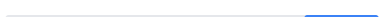


## Languages

English



Hindi



## Employment History

### Vice President of Sales at J.E. Richards, Inc., MD

Apr 2022 - Present

- Achieved 125% of quarterly sales goals, resulting in \$2.5M in revenue.
- Exceeded annual sales targets by 15%, generating \$10M in new business.
- Grew market share by 2% within key territory, increasing overall profitability.
- Led team of 12 sales professionals to achieve 110% of individual quotas.
- Designed and implemented innovative training program that improved close rates by 20%.

### Senior Vice President of Sales at Interstate Battery System of Baltimore, MD

Aug 2020 - Mar 2022

- Achieved sales goals for the company, increasing revenue by 20%.
- Led a team of 50 salespeople and increased their productivity by 30%.
- Negotiated contracts with key clients that generated an additional \$5 million in annual revenue.
- Developed and implemented a new sales strategy that resulted in a 10% increase in market share.
- Created and oversaw the implementation of a customer loyalty program that increased customer retention by 5%.

### Executive Vice President of Sales at Theori, LLC, MD

Aug 2015 - Jun 2020

- Negotiated and closed a \$5 million deal with ABC Corporation.
- Achieved 125% of quarterly sales goals, resulting in an increase in market share by 3%.
- Grew team from 8 to 12 members and increased departmental budget by 25%.
- Led the development and implementation of a new CRM system that resulted in a 15% increase in customer satisfaction.
- Managed key accounts totaling \$15 million in annual revenue.

## Certificates

### Certified Sales Professional (CSP)

Sep 2020

### Certified Sales Executive (CSE)

Jan 2019