

JOHN T. BERSENTES

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AREA SALES MANAGER

DIVERSITY OUTREACH & EMPLOYER BRAND MANAGEMENT • FEDERAL AGENCIES & FORTUNE 500 CLIENTS

Won Multiple Awards for high-level government initiatives and campaigns

Sales and Business Development professional with a strong background in working with high-profile clients to grow revenue and solidify their enterprise as an industry leader. Extensive experience and expertise in sales management, advertising, digital media, and publishing along with building collaborative relationships with Federal agencies, vendor, and colleagues to bolster multi-state sales performance. Able to leverage contagious enthusiasm and inclusive leadership to help the team exceed goals and revenue targets. AIRS Certified Recruiter and Human Capital Strategist.

Generated \$1M in annual gross sales during eight of the past ten years, demonstrating consistency and expertise.

Secured complex multi-year contracts with major Federal agencies such as FDIC, TSA, U.S. Missile Defense, and others.

Achieved 60-90 day selling cycle, 50% close, 35% minimum profitability, and up to \$10M billing per year.

CORE COMPETENCIES

Enterprise & Public-Sector Clients	Client & Vendor Relationships	Cross-Functional Collaboration
Area B2B Sales Management	Lead Generation & Networking	Regional Territory Development
Digital Development Leadership	Advertising Sales & Campaigns	Creative Problem-Solving
Publishing & Digital Media	Market Research & Trends	Human Capital Strategist
Blended Workforce Sourcing	Drive Revenue Generation	Contract Management

PROFESSIONAL EXPERIENCE

GLOBAL ACCOUNT MANAGER | MONSTER GOVERNMENT SOLUTIONS

McLean, VA | 2016 to 2017

Drove solutions to meet recruitment communication needs of federal civilian agencies and contractors with a focus on high revenue through new digital product sales and software tools. Generated new business opportunities through networking and social strategy. Completed digital audits for prospects as well as review of career websites and ATS platform analytics. Offered solid insight to ensure effective requirements gathering, media planning, campaign performance analytics, labor market supply, and demand research. Delivered demos and presentations to Federal executives on technical advertising trends. Propelled account growth while hitting critical benchmarks to optimize campaigns and connect with target customers.

- **Developed and facilitated a Federal HR Thought Leadership Roundtable** consisting of multiple Federal agencies with the purpose of sharing best practices, solutions, and new opportunities.
- **Yielded 500% growth for the Department of Homeland Security account** by leveraging E-Verify marketing communications media and social strategy as well as successfully executing a comprehensive Win-Back strategy for the FBI.

AREA VICE PRESIDENT | HODES A DIVISION OF FINDLY TALENT LLC

McLean, VA | 2015 to 2016

Focused on acquiring high-volume, knowledgeable talent to foster strategic positioning for new business. Facilitated new accounts during spin-off of Hodes from Findly Talent, helping introduce new products such as programmatic and website development platform. Helped transform competitive professional services entity providing professional services with SaaS-based CRM and an applicant tracking system suite. In charge of all aspects of sales management and operations spanning capture management, planning, RFP response, source selection panels, briefings, messaging, creative development, presentations, BAFO, and onboarding.

- **Produced \$500K in Annual Recurring Revenue** by capturing two AOR (Agency of Record) relationships for the new NetLogo healthcare accounts.
- **Landed key AOR relationships** such as Baylor Scott & White as well as Jupiter Health Systems, satisfying area-specific marketing strategy and addressing stakeholder requirements during M & A process.

VICE PRESIDENT BUSINESS DEVELOPMENT | TMP WORLDWIDE

McLean, VA | 2006 to 2015

Championed new business development by acquiring and onboarding new accounts into the federal marketplace. Partnered with compatible firms to assemble cross-functional teams and coalitions, using social media and domain expertise to build a comprehensive network on all organizational levels. Architected digital solutions, contracts, and business strategy to attract and lock in pivotal government agencies. Consistently found new ways to generate corporate revenue through convincing sales techniques and presentations. Piloted diversity and STEM outreach initiatives to transition veterans and individuals into a wide range of categories focused on marketing communications, recruitment, and diversity outreach.

- **Obtained buy-in from the government for company's TalentBrew software as a service (SaaS)**, an integrated careers website and social content platform.
- **Managed contracts** using GSA AIMS Schedule contracts, OPM Recruitment, and Branding BPA (Branding Blanket Purchase Agreement) to acquire nearly 50 new accounts, billing **\$250K to \$5M** per engagement.
- **Singled-out as TMP Sales Person of the Year for consistently ranking in the top 5% to 10 %** of peers across the global enterprise, maintaining a selling cycle of **60 to 90** days, a **50%** close probability, and up to **35%** minimum profitability with annual billings as high as **\$10M** every year.

NATIONAL SALES DIRECTOR | AMERICAN CITY BUSINESS JOURNALS INC.

Charlotte, NC | 2004 to 2006

Guided digital recruitment media and white-labeled meta-search software sales for one of the company's start-up divisions. Headed sales of online recruitment advertising for the largest weekly print metropolitan business newspaper publisher in the United States. Strengthened profits by selling digital media, software licensing, and sponsored sections to partners connected to bizjournals.com, bizwomen.com, and bizjournalsHIRE.com.

- **Created and capitalized on new revenue streams** by positioning the network for acquisition by OnTargetJobs.com.
- **Surpassed all targeted sales goals for a new product within the first six months**, achieving revenues of **\$389K+** in annualized recurring revenue.

NATIONAL SALES DIRECTOR | WORKPLACEDIVERSITY.COM

Livingston, NJ | 2002 to 2004

Contributed to the success of corporate objectives by establishing sales targets and charting a viable plan to drive sales growth and customer satisfaction. Built and motivated a highly capable team to meet or exceed sales and revenue goals. Generated lucrative leads through enthusiastic networking and active client relationship management. Sold contracts with the goal of providing top-notch diversity recruitment solutions. Leveraged technical tools, created marketing materials, and conducted convincing presentations. Exhibited decisive sales leadership and support through guidance and hands-on example.

- **Positioned the company as the first vendor in history** to sell an enterprise-wide diversity recruitment solution to the entire University of California System in support of its UC Diversity Outreach Consortium.
- **Spearheaded a companywide CRM initiative**, using Salesforce.com along with creating eye-catching collateral and presentations for national accounts.
- **Headed sales efforts, using Adicio platform** to support the corporate National Black MBA Association Career Center.

ADDITIONAL EXPERIENCE

GOVERNMENT SALES MANAGER, Hispanic Business Inc., Santa Barbara, CA | 8/1997 to 8/2002
REGIONAL SALES MANAGER, Network Newspaper Advertising, Denver, CO & Houston, TX | 10/1993 to 8/1997

EDUCATION & CREDENTIALS

Bachelor of Arts in Liberal Studies | Pre-Professional Emphasis – Journalism, Mass Media Communications
 University of California, Santa Barbara, CA

PROFESSIONAL DEVELOPMENT

Certified Diversity Recruiter | AIRS an ADP Company
Human Capital Strategist | Center for Human Capital Innovation
Certificate of Completion in Diversity Training | National Association of Hispanic Federal Executives
Senior Advisory Council Member | George Mason Univ. Federal Chief Learning Officers Certification Program