

ERIC A. SAMPLE, MBA

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CHIEF EXECUTIVE OFFICER

Developing Strategic Goals | Establishing Successful Startups | Ensuring Financial Growth & Profitability

~ Drives Profitable Business Growth, Improvement, & Sustainable Change and Delivers World Class Operations~

Inspirational leader who builds strong, dedicated client relationships and partnerships that are built on trust.

Executive with an entrepreneurial spirit who leads companies to growth and market differentiation with a record of generating new business opportunities and developing lucrative partnerships. Recognized for bringing teams together to develop, start, and operate new businesses. Proven track record of implementing the necessary business development strategies to accomplish breakthrough sales objectives while creating unique market-entry strategies, managing business relationships, building credibility, and establishing immediate rapport with clients.

Areas of Expertise:

- Strategic Planning
- Cross-Functional Leadership
- Start-Up Expertise
- Operational Improvement
- Client Relationship Management
- Contract Negotiations
- Sales & Business Development
- Product & Market Strategies
- ROI Planning & Risk Mitigation
- Margin Improvement Initiatives
- Regulatory Compliance
- Financial Turnaround

PROFESSIONAL EXPERIENCE

Chief Executive Officer

2013-Present

SAMPLE COMPANY, San Diego, CA

Launched this startup federal contracting business to return disabled individuals to the workforce by leveraging their transferable skills.

- **Business Growth & Development.** Developed detailed business plans, evaluated company strategy and growth potential, oversaw operational improvements, and handled talent development and client acquisitions. Additionally, applied and negotiated with the Social Security Administration.

Senior Vice President Commercial Business, 2007-2015

2004-2015

ALLSUP INC., Belleville, IL

Managed strategic change, oversaw startup initiatives, developed relationships with key stakeholders, and monitored industry trends to drive business strategy. Achieved exceptional profit margins and doubled the commercial disability business market share by overcoming aggressive market competition. Oversaw staffing initiatives to further enhance the workers' compensation business and managed operations for the initial startup of Medicare Advisor services.

- **International Expansion.** Led the initial expansion into international business by analyzing Canadian pension plan guidelines and establishing disability representation services in Canada.
- **Strategic Planning.** Revised sales and marketing strategies and modified operating procedures which kept the business profitable following significant regulatory changes in 2011.
- **Future Prosperity.** Improved services, expanded market knowledge, and increased sales opportunities by collaborating with key stakeholders to monitor relevant factors affecting the disability business.

Senior Vice President Sales and Marketing, 2005-2007

Managed consumer sales, e-marketing, branding, product management, marketing communication, and public relations activities. Evaluated claims operating procedures, modified personnel, and improved operational efficiency by implementing process changes. Identified factors that decreased commercial group health plan sales and improved marketing and sales tactics.

- **Operational Improvement.** Grew consumer disability volume and productivity which allowed the division to be separately managed in 2007.
- **Medicare Startups.** Established Medicare Set Aside and Medicare Advisor startups; created a detailed plan to invest in the workers' compensation market; and oversaw the development of new marketing material, sales efforts, and operating procedures.
- **Business Development.** Expanded the national client base by restructuring the core disability business and creating targeted sales and marketing campaigns.
- **Marketing Leadership.** Developed a strategic marketing plan for hospitals, medical facilities, and disability associations in addition to establishing new consumer marketing channels and Community Based Representatives.

Director of Internal Audit, 2004-2005

Created and developed consumer-marketing strategies, implemented web marketing strategies, developed intake processes, and established sales practices.

- **Process Improvement.** Improved productivity across all major departments by reviewing and improving internal processes while working cross-functionally with management across all levels of SSDI.
- **Financial Planning.** Enhanced the marketability of the disability line by collaborating with outside consultants to develop a financial model based on actuarial tables.
- **Operational Improvement.** Increased productivity across the company by initiating business line profitability analysis.

VP & Senior Relationship Manager

2000-2004

WELLS FARGO BANK, St. Louis, MO

Recruited as the first Relationship Manager in this start-up office and oversaw strategic banking for a publicly traded service company. Established strategic financial process that supported organic growth and future acquisitions in addition to identifying and recruiting new staff alongside the Regional President.

- **Client Relationship Development.** Earned role as leading financier for additional acquisitions by establishing key relationships with former clients.
- **Market Analysis.** Established a strong competitive advantage, identified market gaps, and revealed trends within the marketplace by overseeing competitive position analysis and creating effective marketing plans.
- **Acquisition Financing.** Acquired additional market shares and diversified product offerings for an international packaging equipment manufacturer by creating aggressive acquisition strategies alongside the executive team.

VP & Senior Relationship Manager

1993-2000

BANK OF AMERICA, St. Louis, MO

Oversaw Bank Product Managers and ensured efficient delivery of financial services to a diverse client base.

- **Acquisition Strategies.** Structured and sold a senior credit facility to facilitate an acquisition strategy for a company who designs and manufactures military support equipment.
- **Start-up Financing.** Created diversification strategies and manufacturing for a national soft drink brand in collaboration with the owner and executive team. These strategies resulted in the startup of plastic bottle manufacturing and purified water distribution.
- **Risk Mitigation.** Evaluated business line profitability and created capital investment strategies with the executive team. These strategies helped a national steel processing service center avoid loan default.

EDUCATION

Master of Business Administration, St. Louis University, St. Louis, MO
Bachelor of Science in Finance, University of Missouri, Columbia, MO