

DARREN PHELPS

Dallas, TX

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Account Executive

Versatile sales leader with a track record of surpassing revenue objectives. Exceptional communication and people skills, able to forge lasting profitable relationships. Adept at acquiring new accounts, growing a book of business, boosting client satisfaction, enhancing brand loyalty, developing territories, increasing market share, and optimizing the client journey. Extensive enterprise/mid-market B2B sales experience and history of consistent \$5M+ quota attainment. Strong background in healthcare, financial services, engineering & technical verticals. Comfortable with long, complicated sales cycles with numerous stakeholders. Average deal size \$750k-\$1.5M. 10+ years of consulting experience.

AREAS OF EXPERTISE

- Enterprise Sales
- Negotiations
- Solution Requirements
- Strategic Planning
- Customer Service
- Account Planning
- Ethical Sales Practices
- Deal Closing
- Sales Cycle Management
- Relationship Acquisition
- Account Management/Retention
- Market Analysis
- Digital Transformation
- Warm/Cold Prospecting
- Territory Management
- Forecasting
- Consultative Sales
- Problem Solving/Adaptability

TECHNICAL SKILLS

- SaaS/PaaS/ECM
- Analytics, Metrics, & Renewal Based Enterprise Software
- CRM
- Data & AI
- Virtualization
- CloudOps
- Business Intelligence
- Scalable/Digital Experience Platforms
- Cybersecurity
- Agile/Waterfall
- ITOps
- Omnichannel Marketing

SELECTED CAREER HIGHLIGHTS

Took market share and generated \$2M+ in new logo, direct business on accounts the company historically could only win via indirect, channel sales motions.

Increased total revenue 260% (\$2.7M) in one year via restructuring of company's business development operations.

Grew revenues an unprecedented \$1M+ by pioneering implementation of first corporate membership program, forging robust network of Fortune 500 partners and disrupting/taking share in a competitive market never previously operated in.

Successfully built company's IT environment from scratch, serving as CIO, leading company's technical growth from startup to enterprise-level services with more than 750,000 constituents across the nation.

Pioneered an innovative, price optimized, deal shaping strategy focused on extensive use of offshore resources for technical project delivery.

Co-founded the first higher education academic center in the nation - training veterans to pursue careers in public service.

PROFESSIONAL EXPERIENCE

TREXIN CONSULTING | DALLAS, TX

Feb 2023 – Dec 2023

Business Development Director

- Added three new white space logos to the firm's book of business in seven months and generated new opportunities as a member of the account team of the firm's largest account.
- Built a pipeline of qualified opportunities three times the size of my peers.
- Developed a multi-state omnichannel digital marketing content funnel yielding new white space opportunities.
- Worked with C-Suite to create world-class experiences utilizing a user-centered approach to increase engagement, adoption, and consumption by supplying the right information and functionality at the right time while speaking their brand/language.

PROFESSIONAL EXPERIENCE - Continued

AVANADE INC | DALLAS, TX

2019 – Dec 2022

Business Development Executive

- Was internally recruited from the sales team to join the account team of the second largest account in North America based on strength of sales performance.
- Work with C-Suite to grow business and accelerate digital transformation by implementing innovative solutions.
- Work with diverse ecosystem of partners spanning the entirety of the Microsoft stack of technology.
- Consistently overachieved on management business objectives.

STUDENT VETERANS OF AMERICA | WASHINGTON, DC

2013 – 2019

Vice President of Business Development / Director of IT

- Demonstrated success by exceeding quota on a consistent basis.
- Lead sales team and drive sales process from internal leads to qualifying new prospects and managing deals to closure.
- Provided consulting services to Fortune 500 clients to help them achieve their veteran DEI hiring goals.
- Serve as Chief Information Officer, developing and implementing IT road map in alignment with business goals.

THE GEORGE WASHINGTON UNIVERSITY | VETERAN'S CAMPAIGN | WASHINGTON, DC

2012 – 2013

Chief of Staff | Program Assistant

- Provided consulting services to clients informed by bespoke campaign requirements.
- Collaboratively engage customers to understand their needs and design solutions that exceed their goals.
- Reach agreed upon sales targets by the deadline. Proactively and consistently managed quarterly business pipeline.
- Launched monthly event featuring current and former veteran members of Senate and House of Representatives.

EXXON CHEMICAL | WILLIAMSVILLE, NY

2008 – 2011

General Manager

- Ran operations including P&L and financial reporting, payroll, inventory, and staff management while attaining quarterly and annual quota.
- Created, developed, and implemented sales and marketing strategies and pricing.
- Regularly reported on sales progress, identified deviations from plan, and actively engaged multiple techniques, approaches, and channels to ensure success.

MILITARY EXPERIENCE | NY, PA, NC

2003 – 2008

MOS-3043 B-BILLET: MSG

- United States Marine Corps (USMC)

CASA DI' TALIA | GRAND ISLAND, NY

2001 – 2003

General Manager

- Managed operations including staff, P&L, budgeting, financial reporting, cost control, inventory, pricing, and payroll.
- Created new business through community involvement and active public relations programs developing relationships and closing large opportunities.
- Originally hired for delivery role but was quickly promoted to GM role.

EDUCATION & TRAINING

- **Master of Professional Studies, Political Management**, The George Washington University, Washington DC
- **Bachelor of Arts, Psychology & Political Science**, University at Buffalo, Buffalo NY
- **Training, Salesforce – Administration Essentials for New Admins**, Salesforce University, Washington DC