

JASON WILSON

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Professional Profile

Strategic and Organizational Development professional with over 15 years experience emphasizing leadership coaching, performance improvement, and talent development. Proven success creating and conducting development programs to drive sales and maximize employee performance. Work completed with organizations including The Ritz Carlton Hotel Company, Accenture, and Glaxo Smith Klein. Emphasis and accomplishments in the following areas:

Strategic Development

- *Align strategy and processes to drive measurable results.*
- *Coach and develop leaders through organizational change and to lead change.*
- *Guide strategic efforts in the areas of sales and human resources to maximize employee performance, vendor relations, and collaboration.*
- *Lead organizations through alignment of vision, mission, values and service standards to create systematic customer service process.*
- *Coach global sales professional toward achieving Business Development Specialist of the Year and reaching 125% of business goal.*

Training and Communication

- *Design and deliver experiential training to help participants make connections between improving work experience and the bottom line.*
- *Secure and manage \$750,000 grant to implement 100 hours of leadership and customer service training to 1400 employees and managers.*
- *Evaluate company needs and create training structure of organization to emphasize sales and service competencies.*
- *Deliver customized training for business partner to clients in the hospitality and travel industries, medical field, sports and fitness, and service firms.*
- *Foster quality vendor relationships and realize 15% increase in total revenues.*
- *Facilitate training in the areas of customer service, presentation skills, and other soft skills.*

Sales and Marketing

- *Create and present marketing and informational materials to prospective clients in support of business development initiatives.*
- *Drive productivity and realize corporate revenue goals by mentoring individuals in workshop environments.*
- *Implement a sales roadmap tool for 200+ sales professionals to improve planning and management of sales accounts.*
- *Create accountability tool to link CRM with sales leader coaching and feedback of a sales field of over 200.*

Professional Experience

Performance Consultant

Wilson, Inc., Columbus, OH

Owner and full-time facilitator of consulting company specializing in leadership development, sales and customer service. Customer list has included hospitality and travel industry, professional services firms, and school districts. Ongoing consulting agreements with Master Connection Associates and Quest Consulting.

1995 – Present

Training Manager

Pebble Beach Resorts, Pebble Beach, CA

First training manager for this historic entertainment resort complex. Promoted from Sales Department Administrative Manager as a result of demonstrating need for and fulfilling Training Manager role.

1990 – 1995

Education and Professional Development

BA, Psychology and specialization in Business Administration

University of California, Los Angeles

Training & Development Certification

University of California, Santa Cruz

Industries and Business Partners

Hospitality and Travel

- Avis Budget Group
- Disney
- The Ritz-Carleton Hotel Company
- Starwood
- Four Season
- Pebble Beach Resorts
- Hualalai
- Gaylord Entertainment Company
- Mandarin Oriental
- Aramark
- Peninsula Hotels
- IHG
- KOR Hotels

Professional Services

- Orrick Law Firm
- Accenture
- Price Waterhouse Coopers

Medical

- GSK
- Nutricia
- Siemens Medical
- Licking Memorial Hospital

Schools

- Newark City Schools
- Lakewood Local Schools
- St. Charles Parrish Public Schools

Sports & Fitness

- Shimano America
- Reebok North America
- Los Angeles Clippers

Direct Sales

- Tupperware
- The Longaberger Company

Training Programs – Design and Facilitation

Tactical

- Prospecting for New Business
- The Probing Process
- Effective Presentations & Proposals
- Handling Customer Objections
- Closing the Deal

Strategic

- Strategic Sales Planning
- Account Mapping
- Value Added Partnership Selling

Partnering

- Power Presentations
- Power Writing
- How to Sell to the Boardroom
- Delivering Customer ROI

General Skills & Knowledge

- Time & Territory Management
- E-mail Etiquette
- Event Networking

Leadership

- Coaching & Feedback
- Individual Development
- Succession Planning

Training Accomplishments

- Designed and implemented 1 day orientation program for over 500 new staff on-boarding.
- Delivered sales training that improved closing ratio by 10% in resort environment.
- Facilitated the merger 2 sales teams toward selling dual brands, resulting in over 50% of sales team meeting individual brand goals in process.
- Created accountability tool to link CRM with sales leader coaching and feedback of a sales field of over 200.
- Integrated 2 lines of business to create cross-functional understanding and cross-selling of services.
- Designed 18 sales support vignettes to include PowerPoint, leader notes, facilitator guide, and participant workbooks for consulting partner.