

**THOMAS S. MCDONALD**  
**W5752 Thistledown Drive - La Crosse, Wisconsin 54601**  
**(608) 788-5144; [tsm@centurytel.net](mailto:tsm@centurytel.net)**

**Professional Objective:** *To successfully generate new business for a company that has a defined right to win, supported by metrics*

## **PROFESSIONAL SALES AND MARKETING EXPERIENCE**

### ***Business Development Executive – Genuine Sales Hunter; Proven, New Business Generation***

#### ***Generated over \$400,000 in New, Business Revenue, in Start-up Organization(Midwest):***

- \* Partnered with sales performance improvement consulting firm, to strategically advance client Business to Business (B2B), lead to appointment ratios by 600% and generate an average client return on investment to 1200+%
- \* Telephone prospecting expert; one new sales appointment for every two live, decision maker, conversations
- \* Average B2B, consulting engagement was \$25,000

#### ***Generated over \$400,000 in New, Business Revenue (Nationally):***

- \* 160% of plan
- \* Number 3, regional, account executive; number 6, national, account executive
- \* Earned Pacesetter sales achievement trips to: San Juan, Puerto Rico and Sanibel Island, FL
- \* Average, B2B, revenue per sale, was between \$6,000 and \$40,500

#### ***Generated over \$400,000 of Annualized Re-occurring, New, Business Revenue (MN/WI):***

- \* 250% of plan
- \* Earned Peak sales achievement trips to: Cancun Mexico, Orlando FL, and San Juan, Puerto Rico
- \* Average, B2B, reoccurring, annual revenue per sale was around \$800

#### ***Managed \$13,000,000, 52 County, 3 State Territory (IA, MN, WI):***

- \* Educated, engaged, motivated, and directly assisted, very large (300+), very independent sales force, to professionally increase sales of defined products
- \* B2B and Individual Products ranging from \$1,200 to \$100,000+, annually

#### ***Generated over \$6,000,000 of New, Reoccurring, Organizational Revenue (IA, MN, WI):***

- \* Created marketing plan, member handbook and recipient information piece, for new initiative that was budgeted to add 7,018 new members
- \* At \$75 per member, per month, new annualized, B2C revenue was \$6,316,200

#### ***Managed \$26,000,000 of Annual, Reoccurring Revenue, in 11 County Territory (WI); Business Development, Marketing Consultant, Tasked to Maintain that Revenue Stream and to Grow It:***

- \* Territory was the most profitable, company-wide
- \* Average B2B revenue per sale was between \$25,000 and \$500,000
- \* Largest account was \$1,100,000 annually

## **EDUCATION**

- \*Bachelor of Science: Major - Business Administration
- \*University of Wisconsin-La Crosse
- \***Honors Graduate**