Kelly Biggs

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***Accomplished sales and marketing executive with more than 25 years of successful professional experience. Strategic sales leader with a history of success in growing new logos.***

## CAREER HIGHLIGHTS

WSI – Atlanta, GA **2019 to present**

***Principal Consultant***

* Operate as an independent consultant with access to the world's largest digital marketing agency.
* Drive traffic to my client's websites. After working with me, my clients improve their digital lead generation. Set digital strategies for multiple clients so that they can win in the marketplace.

1010data – Atlanta, GA **2018 to 2020**

***Director, Business Development***

* My role is to enable unprecedented insights for retailers through various data-sets that allow our clients to get a full view of the buyer journey. Armed with our data, our clients can see both offline and online buyer behavior.
* Set the retail strategy for the sales organization. Coached and mentored a team of individuals to sell in to the retail industry. Worked with product teams and data scientists internally to position product offerings so that they were aligned with product needs.
* Successfully worked with VP and Director level contacts in Fortune 50 companies in the retail space to drive multimillion dollars in revenue.

NPD – Atlanta, GA **2016 to 2018**

***Director, Business Development***

#### Built the Checkout RBG practice growing revenues from $40,000 to $10M in two years

#### Utilized a consultative approach to identifying needs and providing objective business insight, value-added support and metrics-based solutions across all areas of growth drivers, and buyer metrics to ensure the achievement of retail goals. Led team of individuals to sell new logo into current and new client bases.

#### Key customers include Target, Home Depot, American Eagle Outfitters, and Kohl’s

**Highlights:**

NPD’s #1 Salesperson 2017

**Accretive Solutions** – Atlanta, GA **2014 - 2015**

***Manager Client Development***

#### Sales leader focused on building strong relationships with C-level executives, key decision, makers and influencers in Atlanta

#### Partner with clients to gain a deep understanding of their goals and map out a strategic solution to address their needs in the areas of Risk and Governance, Accounting and Finance, and Business Transformation.

**Highlights:**

* Sold over $100,000 engagement within first 6 months
* Highest Customer Satisfaction

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**Manpower** – Atlanta, GA **2011- 2013**

***Sales Director, National Accounts***

Identify and develop strong relationships with senior and C-Level executives in F500 clients to promote all lines of business within Manpower. Utilize consultative sales approach to develop complex workforce solutions that address key initiatives within HR, Procurement, and Business Executives. Direct and lead strategic account business development team members dedicated to service line expansion, and develop new revenue channels in the US and globally.

* Top Seller Award 4Q12

**Morgan Stanley smith barney** – Atlanta, GA **2009-2011**

***Financial Advisor***

Assist high net worth clients and small business owner by helping them create personal investment strategies to meet their retirement, education, wealth transfer and financial needs. Assess clients' assets, liabilities, cash flow, tax status, and financial objectives to establish investment strategies.

**IBM Corporation** – Smyrna, GA **1998-2009**

***Client Sales Executive,*** *2007-2009*

Senior sales and consulting role, promoting services procurement solutions including IT and Engineering staffing programs, ERP, Business Process Outsourcing, and SOW Management.

Developed and intensified upper level management relationships to solidify account positions and uncover new opportunities and win new business.

* Closed multimillion dollar iSeries and support services opportunity within first six months.
* Lead strategic effort to penetrate account with new security offerings successfully closed over $600K of revenue in this new area of business.

***Territory Sales Manager,*** *2003-2007*

Led team of 10–12 sales professionals and delivered quotas in excess of $160M in IBM’s small and medium business (SMB) market space. Dedicated to small and medium business client accounts and prospects. Conducted full P&L analysis for the team. Drove sales excellence through effective territory management, account planning, sales forecasting, pipeline management, bundling solutions, target setting, and review processes. Implemented innovative approach to Coaching and Developing Employees to improve skills set and motivate employees to overachieve sales and P&L goals.

* Overachieved revenue targets for Software, Services, Hardware and profit (100% - 149%).
* Received highest customer satisfaction ratings across the Americas from clients.
* Closed over $10M in outsourcing solutions to various clients

**Recognition:** First Line Manager of Southeast, Vice President’s Award, IBM’s Hundred Percent Club

***System i Sales (IT) Specialist,*** *1998-2002*

Worked independently to prospect new opportunities to CIO, CEOs and CFOs. Identified, validated and sold midrange server (System i) and installation services to Mid-Market and Enterprise clients. Provided client with technical support and became a trusted advisor for their IT needs within the call center.

* Overachieved sales target (130%).
* Highest Customer Satisfaction results.
* $10M System i rollout

**Recognition:** Golden Circle Award, IBM’s Hundred Percent Club



**Education**

**MBA, Masters of Business Administration** – Emory University – Atlanta, GA

**BA, Business Administration** – Mary Baldwin College – Staunton, VA