

JASON W. HARTZEL

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TOP-PERFORMING INDIVIDUAL CONTRIBUTOR

GROW SALES THROUGH ESTABLISHING STRONG BUSINESS RELATIONSHIPS AT THE EXECUTIVE LEVEL

PROVEN TRACK RECORD OF EXCEEDING QUOTA. EXPERTISE IN ORCHESTRATING AND DELIVERING STRONG SALES PRESENTATIONS. PROVEN ABILITY TO COORDINATE MULTIPLE RESOURCES WITHIN AN ACCOUNT WHILE SUCCESSFULLY CLOSING BUSINESS. SUCCESSFUL IMPLEMENTATION OF IDENTIFYING AND BUILDING PIPELINE WHILE DELIVERING AN ACCURATE FORECAST TO MANAGEMENT. ASSERTIVE AND PROACTIVE ABILITY TO SOLVE PROBLEMS. AREAS OF EXPERTISE:

**Account Planning / Contract Negotiation / Business Development
Executive Level Relationship Builder / Client Presentations / Forecasting / Risk Management**

PROFESSIONAL EXPERIENCE

Coface

2021 – Present

Business Development Officer

Designed an action plan to accomplish a new business strategy aligned with Coface's organizational strategy of protecting businesses from bad debt caused by customer insolvency or payment default. Developed procedures to ensure effective implementation of safeguarding cash flow.

- Led, developed, and executed marketing strategies to generate new business.
- Identify and develop key partnerships with insurance brokers.
- Manage profit-oriented risk selection and pricing decisions.

FirstLight Fiber

2020 – 2021

Enterprise Account Executive

Led sales strategy supporting IT network initiatives of businesses over FirstLight's carrier-grade fiber-optic network in the Pennsylvania market. Developing robust network solutions to support the new wave of technology trends including Business Continuity, Data Center & Colocation, Internet, and Cisco within the Enterprise and SLED markets.

- Business development identifying white space prospects across Enterprise and SLED.
- Deliver effective executive presentations differentiated FirstLight's unique value.
- Consistently exceeded sales KPI's
- Proven ability to collaborate within all areas of the sales function and across Leadership, Sales Engineering, Marketing, Product Development, and Sales Operations.

Business Development Manager

Created a sales methodology and execution strategy within a new territory for new business capture selling software within the areas of compliance, standards, and legislation within Enterprise and SMB.

- Manage all aspects of a research-based, strategic sales process to identify new opportunities.
- Deliver effective executive presentations differentiated SAI Global's unique value.
- Proven ability to collaborate within all areas of the sales function and across Marketing, Product Development, and Sales Operations.
- Maintain accurate pipeline management within Salesforce with adept ability to provide accurate monthly/quarterly forecasts.

Dun & Bradstreet, Inc. – Center Valley, PA**2015 – 2020****Strategic Sales Executive, SLED**

Led sales strategy developing and growing existing clients by designing visionary solutions and processes to improve government operations in the areas of acquisition, procurement, economic development, compliance, healthcare fraud, workforce development, emergency management, and cybersecurity in multiple verticals.

- Top-performing Sales Executive in 2015 and 2018.
- 2015 President's Club winner.
- Executed a strategy around client retention, increasing client relationships, and converting prospects into customers by differentiating from the competition.
- Established and built trusted relationships with top officials, influential executives, and technical decision-makers.
- Developed and managed complex sales strategies that clearly defined goals, tactics, and metrics for measuring success.

DUN & BRADSTREET, INC. – CENTER VALLEY, PA**2007 - 2015****Relationship Manager**

Managed average portfolio of \$2.5M incorporating big data to create efficiency in medium and large businesses. Designed client processes around Sales and Marketing, Analytics, Compliance, Master Data, Supplier Management, and Finance.

- Top Performing Relationship Manager 2013 and 2014.
- Exceeded 100% to goal in 2007, 2008, 2009, 2011, 2012, and 2014 by executing a strategy around client planning, expanding existing client relationships, and closing new business.
- Successfully managed a portfolio of widely varying and complex solutions in multiple verticals accountable for selling Data as a Service (DaaS), API, CRM integration, and Master Data Management.
- Proven ability to establish and build relationships at the Executive level to develop and implement an enterprise-wide strategy that maximizes the value delivered by D&B products and solutions.
- Executed strategic account plans and identified white space for business development.
- Enabled customers to drive business outcomes by growing top-line sales, manage risk within their supply chain, and improve credit operations.

VERIZON COMMUNICATIONS - Exton, PA

2003 - 2007

National Account Manager

Led sales strategy, making it easy for customers to do business by building relationships and expanding sales opportunities through strategic networking and negotiating. Solve business challenges and explained solutions in ways customers understood. Managed a \$2M portfolio, identifying cross-sell & upsell opportunities, retention, and growing current customer base.

- Exceeded 100% of quota in 2003, 2004, 2005, 2006, and 2007.
- Trained and mentored newly hired National Account Managers through daily touchpoints driving key sales processes and focus on individual metrics.
- Developed strategies around performing network analysis for telecommunication needs of businesses to identify and recommend solutions for effective Voice, Data, and Internet technology.
- Proven experience building client relationships and offering value-added strategic insight.
- Developed and conducted effective presentations with contract decision-makers at C-level.

EDUCATION

EAST STROUDSBURG UNIVERSITY

EAST STROUDSBURG, PA

Bachelor of Business Administration – Management