

# MARCUS N. NALL

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## SENIOR-LEVEL DIRECTOR • BUSINESS DEVELOPMENT MANAGER

*Business Management / Consulting / Sales Operations / Organizational Change Leadership*

An accomplished and results-driven Senior-Level Executive with over 18 years of diversified experience in Worldwide Business Development Management, Sales and Marketing Operations, Corporate Positioning, Sales Process Development and Implementation, Team-Building, Training Development, Coaching, Logistics, Strategic Alliance, Vision and Commitment. Strong management consulting, marketing, sales and business development experience with a proven track record of general management and customer relations that increases revenue, profitability, market share, customer satisfaction and employee morale. Personally and professionally thrive in challenging environments that demand leadership, creativity and intelligence. [Demonstrated success driving and leading company growth that exceeds multimillion-dollar levels while providing award-winning sales and marketing leadership in highly competitive markets.](#) Adept at driving of unit volume, market share and company profits. Demonstrated expertise in:

Strategic Planning and Executive Leadership  
Marketing and Business Development  
Client Relationship Management  
Strategic Partner Programs and Relations  
Revenue and Profit Growth Strategies

Business and Sales Management  
Budget Development • Full P&L Responsibility  
Human Resources Management  
Project Management • Process Development  
Website and E-Business Solutions

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## PROFESSIONAL EXPERIENCE

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Briar Patch Opportunities; Austin, Texas

2006 - Present

### President

- Conceptualized and started BPO from the ground floor; funded the venture, sold the concept to Neiman Marcus as well as another venture, Auction Drop
- Business model was a cascading sales process that optimized the sell-through of product via multiple channels, which enabled placement of product in locations that ensured the highest sales price
- [Developed a tracking system for products bought and sold](#), which materialized a program called Online Product Information Exchange
- Program enabled BPO to track product in real time and allowed retailers to see pictures of items as well as order product and report sales; eventually sold OPIE to a 3PL company
- BPO started out as an asset recovery/liquidation company and grew into a consulting opportunity because other companies and consultants asked for assistance to optimize their sales and management processes, which was a model that had never been tried before
- [Ranked as the #2 Top Provider of product for Auction Drop, the second largest retailer on eBay at the time](#)
- Successfully [tripled](#) Neiman Marcus' asset recovery dollars within a 12-month period
- Exceeded 2007 revenue at 74% over 2006 and increased 2008 revenue 21% with 2009 revenue on-track with economic trends

### CONSULTING CLIENT PROJECTS

- Cultivated clients nationwide, including helping steer a construction company, by developing and implementing a Sales Pipeline Tool that was used to manage their revenue opportunities surpassing \$350M
- By coaching senior management, it completely changed the way they viewed their business and enabled them to see early stage projects and therefore significantly improved their funnel management and production planning
- Identified development needs, designed and implemented a sales training program for employees of a start-up spirits company, [Republic Tequila](#); provided presentation skills coaching to the CEO/Founders for initial investor presentations
- Documented and implemented the operational and sales processes for a company that manufactures ozone generators used for water purification and disinfection in rural communities nationwide, which allowed them to prioritize and concentrate on viable opportunities during a very long sales cycle; new processes transitioned them from spending needless time, energy and expense on poorly qualified accounts

AuctionDrop, Inc.; San Jose, California

2005-2006

### Director of Business Development

- Developed a sustaining complementary, non-competing liquidation channel for remote retailers as well as brick and mortar merchants; maintained a strategic partnership with PayPal as the second largest retailer on eBay
- [Identified, developed and closed potential opportunities by developing and implementing sales and pipeline tracking processes that helped increase revenue exponentially](#)

Newgistics, Inc; Austin, Texas

2000-2005

*Specialized in product return processes for catalog, web and multi-channel retailers*

## **Director of National Accounts**

- As 3<sup>rd</sup> employee of Newgistics, instrumental in developing the model of this company that now exceeds \$200M in revenue annually
- Formalized initial concept, developed and implemented management infrastructures, processes and guidelines
- Company was truly an early stage company on a limited budget and timeline to make things come to fruition; through innovative efforts, collaborated in **achieving \$17M in 2003 and by 2005 surpassed \$50M**
- Achieved key marketing initiatives through identifying customer applications and requirements, assessed potential opportunities and developed/defined key partnership strategies in this concept sell of product/process, which was an entirely new program
- Integrated pre-approved return labels into customers order for easy return; once parcel was received by a central station, info was logged into computer and automatically notified customer on items being forwarded/returned
- Analyzed product procedures, presentations, face-to-face selling, pricing, cost analysis and marketing
- Hired, managed and trained Sales Representative, prepared budgets and forecasts, and maintained full P&L responsibility
- Acquired multi-million-dollar, national chain accounts, including Spiegel, Eddie Bauer, Newport News, J Crew, Neiman Marcus and Princess House within a 1-year period

Pervasive Software; Austin, Texas

1998-2000

*Leading global provider of products and solutions that dramatically raise productivity, reduce time to market for software developers and web integrators, and lower the cost of ownership of deployed applications for end users*

## **Inside Sales Manager/Director • Worldwide Sales Training Manager**

- **Successfully rebuilt four (4) inside sales organizations:**
  - Inside Sales Database Product Organization
  - New Tango Product Web Enabling Tool—enabling applications to rapidly develop and take to market
  - Inbound Sales Organization, handling all incoming sales calls and field customer service calls
  - Outbound Call Center, new function for company qualifying leads generated by marketing department, working until established, at conception staff included nine (9) in less than one-month with a staff of 25
- **Built and rebuilt each operation and exceeded quota 1st quarter by 103%;** implemented rapid training sessions for all new hires
- Planned and prepared budgets, forecasts, revenue goals, P&Ls, incentive programs and showed status of projects at any given time

## **Eastern Regional Sales Manager**

- Took bottom producing territory and built into top grossing region with 118% of quota and over 160% over 1997's sales revenue
- Developed strategic partnerships with emerging growth companies with company's embedded database software product
- Significantly improved vendor-partnering skills; achieved sales success through assuming leadership responsibility for building momentum and motivating six (6) inside and two (2) outside sales representatives

GTECH; Austin, Texas

1995-1998

*GTECH Holdings is the largest provider of Lottery games in the world*

## **Director of Sales and Marketing**

- **Directed a \$142M division of GTECH Holdings Corporation and over \$3.6B in annual sales of Lottery games throughout Texas**
- Steered, planned and organized the retail sales operation; managed marketing support, research and distribution throughout Texas
- Designed and implemented marketing programs for product lines, point-of-sale merchandising, product research and retailer training
- Directed and managed sales, marketing, marketing research, customer service, telephone sales and training a staff of over 300
- Managed overall P&L responsibility, budget development, analysis and forecasts
- Maintained excellent communications between GTECH sales organization, The Texas Lottery Commission and their advertising agency
- Ensured marketing programs were implemented in an effective and timely manner

CJC Special Brands • R. Johns, LTD; Austin, Texas

1987-1995

## **Vice President of Sales and Marketing**

- Collaborated in taking company from **zero to \$15M in sales within a 3-year period**
- Developed and implemented sales, marketing and merchandising efforts of product lines through largest national mass merchants and added Wal-Mart, K-Mart and Target
- Created and introduced successful new products into market place; overall P&L responsibility, budgets and forecasts
- Prior to becoming VP of Sales was National Sales Manager; grew organization from five (5) to over 20 salespeople; consistently exceeded year-over-year sales by 8-48% and never had a down year

**EDUCATION:** B.B.A. in Marketing, Texas A&M University; College Station, Texas

**MILITARY:** US Marine Corps, Pilot, Maintenance Officer, Flight Duty Officer, Supervised 70+ personnel in maintenance of a fleet of