







Denisse Gray

Key Account Sales Manager

Strategic key account sales manager with six years of success at General Motors and Ford Motor Company. Expert at nurturing Tier 1 accounts, driving 30% YOY revenue growth, and negotiating multi-year contracts worth \$12 million.

CONTACT

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KEY SKILLS

- Tier 1 account management
- Multi-year contract negotiation
- Cross-functional stakeholder alignment
- Sales forecasting & pipeline management

PROFESSIONAL EXPERIENCE

May 2018 - Present

Key Account Sales Manager, General Motors | Detroit, MI

- Manage the top 10 Tier 1 dealer accounts, driving a 30% year-over-year revenue increase.
- Negotiated a \$12 million multi-year supply contract, locking in preferred terms and volume discounts.
- Collaborate with product engineering to tailor vehicle options, resulting in a 15% increase in order volume.

January 2016 - April 2018

Territory Sales Executive, Ford Motor Company | Detroit, MI

- Oversaw a portfolio of 20 dealer accounts, achieving 110% of annual sales quotas yearly.
- Conducted quarterly business reviews with dealers to optimize regional pricing strategies, improving gross margins by 5%.
- Provided dealer training on new product features and updates, enhancing product knowledge and sales effectiveness.

EDUCATION

Bachelor of Science in Business Administration

Wayne State University, Detroit, MI | May 2014

CERTIFICATIONS

- Certified Professional Sales Person (CPSP), National Association of Sales Professionals (NASP), April 2016