





Scott Evans


SALES DIRECTOR

Sales Director with 7 years in industrial distribution, promoted from AE to director in five years. Manage a team of 9 reps across the Midwest selling MRO and safety supplies into manufacturing accounts.

CONTACT INFORMATION

 (317) 555-0142

 pramaswamy@example.com

 Indianapolis, IN 12345

KEY SKILLS

- Territory planning and quota allocation
- Sales team hiring, coaching, and performance management
- Salesforce CRM administration and pipeline forecasting
- Contract negotiation and pricing strategy
- Gross margin analysis and commission plan design
- Key account management for manufacturing and industrial buyers
- MRO and safety product line expertise
- Vending and VMI program implementation
- Distributor and supplier relationship management
- Sales operations reporting and KPI tracking
- RFP and bid response leadership
- Cross-functional collaboration with finance, operations, and marketing

PROFESSIONAL EXPERIENCE

Sales Director, Midwest Industrial | Halverson Supply Group, Indianapolis, IN | 2022 – Present

- Direct a team of 9 outside reps covering Indiana, Ohio, and Michigan; closed FY24 revenue at \$27.3M, up from \$21.1M at hire.
- Renegotiated three top-25 customer contracts in 2023, protecting \$6.8M in annual revenue against a low-cost competitor.
- Launched a vending-program upsell that added 38 new install sites and recurring monthly revenue of \$44K.
- Restructured commission plan with finance to reward gross margin instead of revenue; blended margin moved from 28% to 33%.

Territory Sales Manager | Halverson Supply Group, Indianapolis, IN | 2019 – 2022

- Carried a \$4.2M book of business across 60 manufacturing accounts; finished 2021 at 119% of quota.
- Won a multi-year preferred-supplier agreement with a Tier 1 auto supplier worth roughly \$1.5M annually.
- Mentored two new reps who both hit quota in their first full year.

EDUCATION

Bachelor of Science in Business Administration, Indiana University Kelley School of Business, 2017

Miller Heiman Strategic Selling Certification, 2021