



Mateo Larsen

Regional Sales Director

Sales leader with 12 years of B2B sales experience. Currently directs multi-state teams and administers a \$7.6M annual operating budget, finishing each fiscal year within 1.3% of plan. Holds a Certified Professional Manufacturer's Representative credential and applies Salesforce, HubSpot, and Microsoft Excel to shorten lead conversion cycles and strengthen pipeline management across B2B territories.

Location

Scottsboro, AL

Phone

(256) 555-0132

Email

mateo.larsen@example.com

Education

University of North Alabama,
Florence, AL
2010 - 2014
BBA Professional Marketing

Key Skills

- Salesforce
- HubSpot
- B2B Sales Strategy
- Contract Negotiation
- Territory Planning
- Microsoft Excel
- Budget Administration
- Sales Forecasting
- Pipeline Management
- Team Development

Professional Experience

Regional Sales Director, Tennessee Valley Commercial Partners, Huntsville, AL
2020 - Present

- Supervise 34 sales professionals across Alabama, Tennessee, Georgia, and Mississippi, growing the team from 19 representatives in 2020 through structured recruiting and onboarding.
- Administer a \$7.6M annual operating budget covering payroll, travel, and marketing programs, finishing each fiscal year within 1.3% of plan.
- Reduced average lead conversion time from 38 days to 27 days by redesigning the qualification workflow in Salesforce and adding a dedicated pre-sales review step.
- Consult with key accounts after contract signings to resolve integration issues, maintaining an average resolution time of 2.4 business days across 46 active accounts.
- Negotiate master service agreements and payment terms for orders averaging \$73,400, coordinating credit reviews with the finance team before execution.

Area Sales Manager, Cypress Branch Supply Group, Decatur, AL
2017 - 2020

- Supervised a team of 11 territory representatives, conducting weekly pipeline reviews and quarterly ride-alongs that cut average ramp time for new hires from 14 weeks to 9 weeks.
- Managed a departmental budget of \$2.45M, reallocating \$134,000 from underperforming print campaigns into digital prospecting channels.
- Shortened lead-to-proposal conversion time by 17.8% by implementing a same-day follow-up standard tracked through HubSpot dashboards.
- Contacted prospective customers to demonstrate product lines during 6 on-site visits per week, generating an average of 4 new qualified opportunities per visit.

Sales Representative, Flint River Equipment Solutions, Athens, AL
2014 - 2017

- Managed a personal territory budget of \$510,000, tracking expenses in Microsoft Excel and submitting monthly variance reports within 48 hours of close.
- Reduced lead conversion cycle from 42 days to 31 days by pre-qualifying inbound inquiries against a scoring rubric before scheduling demonstrations.
- Negotiated pricing, delivery schedules, and warranty terms for an average of 9 contracts per month, maintaining a contract execution turnaround of 3.7 business days.

Certifications

- Certified Professional Manufacturer's Representative, Manufacturers' Representatives Educational Research Foundation, 2019