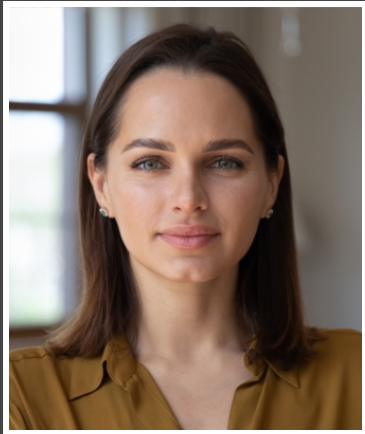




Dorothy Rios

Director of Sales

Sales leader with 6 years of experience managing budgets, building teams, and driving pipeline growth across multi-state territories using Salesforce and ZoomInfo. Grew active pipeline from \$16.8M to \$21.3M through weekly pipeline reviews in Salesforce while directing quarterly evaluations for 4 regional managers to reach org-wide quota attainment of 105.3%.

CONTACT INFORMATION



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dorothy.rios@example.com



Paragould, AR 12345

EDUCATION

- BSBA (BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION) IN MARKETING | ARKANSAS STATE UNIVERSITY, JONESBORO, AR | 2016 - 2020

KEY SKILLS

- Salesforce
- ZoomInfo
- Pipeline Forecasting
- Budget Planning
- B2B Sales Strategy
- Sales Training Design
- Territory Management
- KPI Reporting
- Microsoft Excel
- Quota Planning

PROFESSIONAL EXPERIENCE

DIRECTOR OF SALES | CROWLEY RIDGE INDUSTRIAL SUPPLY, JONESBORO, AR | 2023 - PRESENT

- Managed a \$2.72M annual sales budget covering staffing, training, travel, and demand-generation programs across 3 regional territories.
- Built and led weekly pipeline reviews in Salesforce, growing active pipeline from \$16.8M to \$21.3M over 14 months.
- Directed quarterly performance evaluations for 4 regional managers and their staffs, aligning individual targets to an org-wide quota attainment of 105.3%.
- Planned and launched a dealer expansion initiative, visiting 37 franchise locations in 9 months to stimulate interest in leasing programs.

REGIONAL SALES MANAGER | CACHE RIVER EQUIPMENT GROUP, PARAGOULD, AR | 2021 - 2023

- Generated \$17.9M in qualified pipeline within a 4-state territory by structuring outbound prospecting cadences tracked in Salesforce.
- Oversaw staffing and onboarding for a local sales team, building territory coverage plans that helped the region hit 103.7% of annual quota.
- Allocated a \$1.30M regional budget across trade shows, travel, and marketing collateral, finishing the fiscal year \$48,140 under budget.

ACCOUNT EXECUTIVE | DELTA PLAINS TECHNOLOGY SOLUTIONS, WEST MEMPHIS, AR | 2020 - 2021

- Sourced and advanced \$4.14M in new pipeline opportunities within 11 months by prospecting mid-market accounts using ZoomInfo.
- Exceeded individual quota target at 106.4% for the full fiscal year, closing 23 new accounts.
- Coordinated with marketing on 6 regional events that contributed \$1.04M in attributed pipeline within 90 days of each event.