

KEITH D. CRANE

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HEAD – SALES MANAGEMENT

25+ years' rich experience in delivering optimal results & business value in high-growth environments

Customer focused, highly successful in building relationships with key decision makers, seizing control of critical problem areas and delivering on customer commitments; major experience across all facets of Business Development, Finance, Strategic Management & Leadership, Project Management. Proven expertise in direct mail and promotional products, sales, marketing, and human resources. **Decisive leader** with sound business practices to achieve turn around growth and position organization for long-term profitability; skilled at developing **ethical sales model** while heading Branches and catapulting them to Profit Centers/Business Ventures. Proven capabilities in designing innovative marketing strategies to generate desired resonance across potential market segments. An ambassador of change, highly successful in driving high-value revenue and profit plans, large scale cost savings, building prolific strategic alliances, and improved organizational performance. Articulate communicator with exceptional mentoring skills in transforming a low performing team to a high caliber coupled with proven abilities to understand people psychology backed by confidence to interact with individuals at all levels; Computer literate.

Core Competencies Include :

- Corporate Planning
 - Business Development
 - eCommerce Solution
 - Training & Development
 - Sales/Marketing
 - Project Management
 - Recruitment
 - Budgeting/P.R.
 - P&L/RFP/ROI/MIS
 - Commercial Printing
 - Channel Management
 - Market Penetration
 - Customer Relationship
 - Direct Mail Marketing
 - Brand Management
 - Versatile Leadership
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ACADEMIA

- George Mason University - 1984

PROFESSIONAL AFFILIATIONS

- Print Services Distributor Association (PSDA)
- Ashburn Professional Park Owners Association—President (Current)
- Ashburn Professional Park Owners Association—Secretary (Past)
- Trinity Presbyterian Church—Board of Deacons (Past)
- Ad Specialties Institute
- Print Brokers Association

SELECTED ACCOMPLISHMENTS

- Credited for recognizing buying signals, presenting, and selling to various "C" level executives.
 - Conducted 'SWOT' analysis and utilized findings for designing customized strategies to enhance customer services.
 - Increased profitability 270% by managing increase in sale, pricing and media support while reducing trade and spending and operating cost.
 - Achieved a 66% increase in sales through new product introductions, award-winning new, creative and improved professional programs.
 - Nominated as "Founder and owner" of full service independent printing distributor and marketing services provider.
 - Holds the credentials of selling and servicing \$7,000,000+ in tangible products and intangible services while maintaining an average 43% gross profit margin.
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EMPLOYMENT HISTORY

ATC Print Consultants, Inc., dba Proforma ATC Print Services, Ashburn VA

(Provider of Creative Marketing Services to include Commercial Printing Services, Direct Mail Marketing Services including complete production with list processing and mail shop services, Promotional Products, eCommerce Solutions, Multimedia and Mobile Marketing Services, Business Forms and Documents, Total Project Management.)

President

Since 1999

- Mentored the team in responding to RFP's and provide alternative solutions to increase Client's ROI and secure contracts by providing innovative solutions within budget.
- Responsible for handling a variety of production processes from conception to deliverables to include product and service recommendations.
- Geared the activities to provide solutions to direct mail marketing projects to numerous clients.
- Gained invaluable experience in different press capabilities with relation to the optimum equipment to be used for a wide range of printed products. Extensive post print bindery and finishing knowledge.
- Devised effective strategies for providing Clients and prospecting with creative and innovative promotional product recommendations.
- Drove the efforts to provide Print, Online, Social and Mobile Marketing Products and Solutions.
- Set and fine-tuned an excellent operational base which is ratified by a very high customer retention ratio, focused on productivity and operational efficiency translating into cost savings and bottom line improvement.
- Designed & developed strategies for ensuring the long-term financial viability of the organization.
- Led strategic plan development, recommended/provided sales staffing strategies, strengthened accounting/reporting, improved morale and communications, and created all new sales collateral.
- Maintained a constant vigil on market dynamics and attuned marketing strategies to exploit available opportunities in assigned territories.
- Designed & executed promotional plans to ensure cost effective reach to the targeted audience group. Created informative & promotional literature on products practices.

AB&C Group, McLean

(As a full service direct response processing company the AB&C Group provided back end product fulfillment, inbound and out bound telemarketing and order processing as well as caging services.)

Vice President – ProPrint Services Division

1993 – 1998

- Overall responsible for managing the sales cycle strategy for increasing business with existing AB&C Group fulfillment and agency Clients.
- Entrusted with the onus of monitoring projects from start to completion. Staffed entire departments for newly formed corporate.
- Organized various training sessions for the team to enhance their performance.
- Structured annual operational budget and implementing control measures to contain expenses within defined limits.
- Defined business mission and performance standards across all functional areas and periodically reviewed performance with deft application of concurrent management audit procedures.
- Planned and oversee organization's integrated marketing efforts using direct mail, e-mail, Website, newsletter, and public relations.

PREVIOUS EXPERIENCES

Vice President – Sales and Marketing, Hammer Graphics

Account Executive, Media Forms Group

Mobile Communications Account Executive, NYNEX

Telecommunications Specialist, EDS

Date of Birth:

Nationality: