

## STEFENA A. BENNETT

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## Sales Management ~ Marketing operations ~ Real Estate

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**27+ years' rich experience in** Real Estate Development, Corporate Sales, International Marketing, Business Development, Market Study, Contract Management etc. Record of redirecting business strategy, managing start-up situations and negotiating favorable business agreements. Adept at mapping market dynamics to draw vital inputs to facilitate designing/realignment of marketing/sales strategies to combat competition and sustain leadership position. Demonstrated capabilities in enhancing brand image, acceptability and positioning, resulting in increased sales and consistent growth in business opportunities. Forward-thinking leader and enterprising problem solver with strategic vision and keen bottom-line focus. Skilled negotiator who gains the edge in hammering out viable agreements by easily navigating diverse cultural environment. Excellent man-management, time management, and leadership skills; computer literate.

### PROFESSIONAL VALUE OFFERED

Business Development  
International Marketing  
B2B Alliances/Joint Venture  
Regulatory Compliance

Real Estate Development  
New Business Initiative  
Brand Management/Advertising  
Contract Management

Corporate Planning  
Turnaround Management  
Budgeting/Recruitment  
Cross Functional Coordination

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### AWARDS

- ★ "National Rookie of the Year" Better Homes And Gardens Real Estate, 1983
- ★ "Gold Medallion Award" Better Homes And Gardens Real Estate, 1983 – 1989
- ★ Multi- Million-Dollar Producer, 1983 – 1998
- ★ "National Million Dollar Circle Silver Certificate Award", 1988
- ★ "Las Cruces Top Listing Agent Award" Association Of Realtors, 1990

### PERFORMANCE MILESTONES

- ★ Created all short and long-range business plans, conceived and developed all marketing initiatives, initiated and secures sales, prepared all proposal and agreements and recruited international team of technical consultants with full P&L responsibility.
  - ★ Increased profitability 270% by managing increase in sale, pricing and media support while reducing trade and spending and operating cost.
  - ★ Conducted 'SWOT' analysis and utilized findings for designing customized strategies to enhance customer services.
  - ★ Introduced the concept of MIS reporting to update the Management on regular basis.
  - ★ Developed and implemented property management division.
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### CAREER PROGRESSION

**General Sales Manager**, Coldwell Banker Dewetter Hovious, Inc., Since 1998  
**President**, Las Cruces Multiple Listing Service, 2000 – 2001  
**President**, Las Cruces Association of Realtors, 1999 – 2000  
**Owner**, Metro 100 Real Estate Las Cruces, 1989 – 1998  
**President Elect**, Las Cruces Association of Realtors, 1998  
**Secretary/Treasurer**, Las Cruces Association of Realtors, 1997 – 1998  
**Director**, Las Cruces Association of Realtors, 1994 – 1996  
**Director** - Sales and Marketing Council, Las Cruces Homebuilders Association, 1986 – 1987  
**Real Estate Advisory Board**, Dona Ana Savings & Loan, Las Cruces, 1986  
**Sales**, Steinborn Inc. Better Homes Gardens, 1983 – 1989

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### MAJOR AREA OF RESPONSIBILITIES

- Overall responsible for the selection of a local homebuilder's product being showcased in a nationally published magazine of home design and planning.
  - Judiciously handling marketing activities for Cadwell banking.
  - Accountable for recruiting, retaining, consulting with clients and customers, sales training and maintaining a support team to insure customer and client satisfaction.
  - Devised effective strategies and managed multimillion dollar producers.
  - Successfully organized various training sessions for new agent, and advance agent, technology training etc.
  - Led & guided the team in resolving the complaints and issues of the agents through the real estate commission.
  - Geared the activities for monitoring the Project of building 2 office in the city of las cruces (contracting, floor plans, business operations, staffing, interior design).
  - Proactively contributed as member of the Corporate Real estate team in handling the commercial requirements of various international clients having exclusive mandates with our company.
  - Key player in analysis, development, and implementation of strategic business plans & policies, ensuring organizational growth, targeting maximum profitability & cost effectiveness.
  - Comprehension and assimilation of contractual obligations, rights, and scope of work. Engineered preparation of MOU's, Legal Drafting and other contractual documents.
  - 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.
  - Geared the activities for developing & maintaining Organizational culture, values, and reputation in its markets, Customers, Suppliers and Global Business Partners.
  - Defined business mission and performance standards across all functional areas and periodically reviewed performance with deft application of concurrent management audit procedures.
  - Structuring annual operational budget and implementing control measures to contain expenses within defined limits.
  - Acquired demographic data, sought rezoning, prepared proposal, negotiated contracts, and made presentation to regulatory bodies/agencies and community groups.
  - Coordinate for and handle necessary government sanctions.
  - Accomplished responsibility for making sales pitches to various multinational companies and banks for servicing there residential requirements of their staff and fetched huge business.
  - Designed & executed promotional plans to ensure cost effective reach to the targeted audience group. Created informative & promotional literature on products practices.
  - Conducted residential, commercial and vacant land sales.
  - Negotiated property transfer, secured funding, and consulted on building and pricing.
  - Developed market plan and personally sold majority of development.
  - Completed risk management surveys and implemented risk management techniques.
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### TRAINING/ LICENSING

- New Mexico Qualifying Broker's License – 1990
- New Home Sales – Dave Stone – 1986
- Compelling Tax Strategies For New Home Buying – 1985
- New Mexico Real Estate Institute-Pre-Licensing – 1983
- Attended training to analyze the strengths and weakness both from internal administrative perspectives.
- Psychology Of Selling-Richard Flint – 1986
- Marketing Directions, New Home Sales – 1984

### PROFESSIONAL MEMBERSHIPS

- Las Cruces Association Of Realtors
  - National Association Of Realtors
  - Realtors Association Of Realtors
  - Las Cruces Homebuilders Association
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Date of Birth:

Nationality: