

Mark Michalisin

Business Development Executive, Key Motivator, Customer Growth Expert



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PROFESSIONAL SKILLSET

- ✓ New Business Development Channels
 - ✓ Enterprise Level Corporate Partnerships
 - ✓ Inside Sales Process and KPIs
 - ✓ Lead Generation & Funnel Management
 - ✓ Event & Tradeshow Strategy
 - ✓ CampusVue Implementation
 - ✓ SMART Action Plans for Customer Growth
 - ✓ Sales Analysis and Predictive Forecasting
 - ✓ Partner and User Training
 - ✓ Higher Education Collaborations
 - ✓ Customer Marketing Campaigns
 - ✓ Salesforce and related CRM systems
- Data-centric leader, focused on driving revenue through deep partner and customer relationships
 - Leads sales team results with clear, thoughtful measurables that incentivize productive behavior
 - Executive experience establishing national market brand visibility

CAREER HIGHLIGHTS

- 25+ years as a revenue generating leader, with titles such as: *VP Business Development, Executive Director of Business Development, and Sales and Customer Marketing Manager*
- Achieved \$1M in revenue in first year of creating program, and increased performance by 12% YOY
- Relaunched Credit by Exam and UExcel Exam program
- Managed a top line sales revenue goal of \$38M annually, ultimately achieving 111% of quota
- Annual growth % exceeded industry standards by 3x
- Implemented STAR customer growth action plans to ensure customer adoption
- Marketing manager of the year
- Lead international marketing campaigns in the Canadian Market as well as the Chinese market growing partnerships

PROFESSIONAL EXPERIENCE

The College of Saint Rose, Albany, NY

2018 – 2022

The College of Saint Rose is a progressive community of scholars focused on gaining knowledge and applying what they've learned to make the world around them better. Through innovative programs and hands-on experiences, we inspire students to become ethical business professionals who make significant contributions to fast-changing local and global communities

Sales Professional in Residence

Key Accountabilities:

- Teach classes in Sales Management and Personal Selling & Negotiation, Fundamentals of Sales
- Teach classes in Fundamentals of Marketing, Business to Business Marketing
- Market and Promote the Huether School of Business Sales Program
- Advise student sales club
- Recruit Business Partners to support financially the Sales Program
- Created High School Sales Competitions with college students acting as mentors

Key Accomplishments:

- Launch of the Pi Sigma Epsilon Sales Organization

- Held a Women in Sales Panel
- Created Mentor Program for students matched up with business partners
- Created Sales Boot Camp Certification classes as well as on line Sales Training Videos for Sales Certification
- Launched Partnership campaign to support Student Sales Club – secured 30 Partners and raised over \$20,000
- Instilled Community Service aspect to students in Club by committing to one service project per month
- Networking events with corporate partners to promote students in sales club for potential internships and job placement
- Created High School sales competitions where my students mentored the high school students in preparation for competition
- Led our sales students to compete in nation collegiate sales competitions
- Utilized business relationships to bring guest speakers into class to make the lectures come alive – Bringing the Board Room into the Classroom and the Classroom into the Board Room
- Created career panels for students to experience career opportunities form industry experts – held monthly

Morcon Inc, Cambridge, NY

2014 – 2018

Morcon is a leading supplier of specialty products for the Commercial Markets. They specialize in working with various organizations in industries such as hospitality, healthcare, manufacturing, and food service.

Vice President Business Development

Key Accountabilities:

- Owned Customer Success and expansion channels
- Identify opportunities in underpenetrated markets, including creating global strategy
- Developed and branded leading product lines

Key Accomplishments:

- Achieved both revenue YOY growth of 10%, more than tripling industry standards
- Established \$40M+ revenue run rate as a key member of a new Executive team

Excelsior College, Albany, NY

2012 – 2014

Excelsior College is a regionally accredited, nonprofit distance learning institution founded in 1971 focused on providing educational opportunity to adult learners.

Executive Director of Business Development

Key Accountabilities:

- Create new Corporate and EdTech channel partnerships for online university serving over 28,000 students
- Implemented analytics-based approach to performance measurements and accountability, through daily activity goals and tracking

Key Accomplishments:

- Marketed and Relaunched two successful programs, Credit by Exam and UExcel Exam, opening national and regional practices to corporations, law enforcement, and other higher ed institutions
- Administered CampusVue instance to ensure data quality and process integrity
- Increased corporate partnerships by 8% within 1.5 years

SCA, Philadelphia, PA

1994 - 2012

SCA's business focus is offering paper for packaging and print, pulp, wood products, renewable energy, services for forest owners and efficient transport solutions.

Sales Executive & Marketing Manager

Key Accountabilities:

- Supported Regional VP in developing marketing plans to achieve company growth
- Supported communications to develop and launch marketing campaigns
- **Grew sales territory from \$3 million to \$20 million**

Key Accomplishments:

- Successfully launched global *TORK* brand
- Developed Canadian market share initiatives
- Initiated marketing campaigns internationally (Chinese market presentations)
- 3X Sales Representative of the Year

EDUCATIONAL BACKGROUND

Union College, Schenectady, NY

Master of Business Administration – Management

2002

Bachelor of Arts – Political Science

1994

Forum Training, Statistical Analysis, Introduction to Six Sigma

Train the Trainer Seminars for Customers, End Users and Partner Seminars, Environmental Education