

Bridget A. Dueweke

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REGIONAL VICE PRESIDENT, ENTERPRISE SALES

Consummate Sales Leader – Building stable, productive sales management functions, revenue-producing, repeatable sales processes, solid forecasts and strong sales teams. ***Honored with prestigious “Winners Circle Award” six times in career for innovation as well as individual and team results.***

Culture Transformer – Shifting negative, lagging cultures into positive environments that churn out high-performing sales leaders and enthusiastic brand ambassadors. ***Led team to achieve \$30 million revenue goal after trending downward for years by instilling a sense of accountability, discipline and fun.***

Inspiring Team Manager – Rehabbing struggling sales teams into powerhouses that build extensive books of business, increase product footprint within key accounts, close sales, generate revenue and exceed quotas. ***Coached remote sales teams, call center teams, enterprise sales teams and hunter sales teams to consistently exceed quotas.***

EXPERTISE: Leadership | Sales Strategy | Revenue Growth | Forecasts | Sales Plans | Sales Pipeline Development | Coaching | Enterprise Sales Team Management | Market Research | Market Expansion | Enterprise Account Management | Product Knowledge | Marketing | Digital Marketing | Relationship Management | Cross-functional Collaboration | Project Management | SaaS | Business Development | Performance Management | High Level Negotiations | RFPs | Customer Satisfaction | Sales Training | Labor Unions | High Level Presentations | CRM | SEO | SEM | Incentive Programs | Cyber Security Assessments | EOS Executive Leadership Team

EXECUTIVE EXPERIENCE

WOLVERINE SOLUTIONS GROUP, Detroit, Michigan

2018-2022

SENIOR VICE PRESIDENT SALES

Recruited to join company and create structured sales process and provide leadership for sales and customer service teams. Also faced with challenge of restoring relationships with key healthcare accounts after cybersecurity breach. **Revenue Goal:** \$22 million **Team:** 5 direct/11 indirect

Leadership | Sales Strategy | Sales Process | Print Manufacturing | Enterprise Sales | Forecasting | RFPs | Contract Negotiation | Team Management | Coaching | Relationship Management | Security Assessments

- Introduced new sales concepts and processes and stabilized sales function; redirected C-suite's influence on sales team shifting from hands-on to hands-off approach.
- Navigated through strategic plan to increase profitability focusing on print manufacturing and Critical Communication while shedding two other less profitable verticals.
- Enterprise sales with large contract negotiations in Healthcare (Payer and Providers), OEM, Municipalities, Insurance, & Technology Industries.
- Reestablished trust and retained healthcare enterprise accounts with plan to perform regular security audits.
- SOW's, MSA's RFP's, Cyber Security Assessments, Bid Site Management, SOC Audit
- **Led sales team through Cyber Breach while sustaining critical accounts.**
- **EOS executive leadership team**

THRYV (FORMERLY YP), Detroit, Michigan**2012-2018****DIRECTOR OF SALES, MICHIGAN (2016-2018)**

Retained after merger with Thryv and promoted; one of three leaders to be retained. Directed entirely remote team. Shifted sales teams' focus to SAAS selling software to business throughout Michigan.

Revenue Responsibility: \$11 million **Team:** 10 direct

Leadership | Strategy | Remote Team Management | Sales Process | SaaS | Digital Advertising

- Guided team through product changes, shift to remote work, restructuring, leadership departures and other changes due to merger; sustained morale and competitive spirit of team with motivational meetings and incentives.
- Led team to #1 team out of 12 teams that sold SAAS after transitioning from advertising to software.

GENERAL MANAGER – (2012-2015)

Tapped to take over for previous leadership and restore team culture as well as create repeatable, consistent sales process to boost lagging sales revenue. Directed cross-functional sales team out of three offices across state.

Revenue Responsibility: \$30 million **Team:** 5 direct/40 indirect

Leadership | Sales Strategy | Sales Process | Regional Team Management | Labor Unions

- **Catapulted to #1 General Manager within year; led team to reverse downward sales trend and achieve \$30 million revenue goal.**
- **Received Winners Circle Award for delivering top 10% of sales in year one and for achieving #1 GM in Midwest.**
- **Increased digital revenue 24%** with comprehensive sales plan that included intensive coaching, lead generation, market analysis, networking and application of consultative selling techniques.
- Rebuilt trust among team; revamped culture and instilled a sense of accountability and discipline.

SENIOR SALES OPERATIONS MANAGER DIGITAL (2011-2012)

Retained after YP merged with AT&T. Promoted to provide leadership to new digital division to drive new customer acquisitions across Midwest. Directed, coached and led sales team spread across eight offices in four states. **Revenue Responsibility:** \$24 million **Team:** 8 direct/65 indirect

Leadership | Sales Strategy | Sales Planning | Sales Process | Hiring | Training | Team Management | Performance Management | Forecasting | Operations | Print and Digital Advertising

- Created and implemented sales process and cadence across four states after previous leadership failed to do so.
- Expanded team size to 65 adding new management and outside sales executives.
- Provided necessary leadership and direction leading team to exceed goals and **deliver \$24 million of new business revenue target.**

AT&T ADVERTISING SOLUTIONS, Southfield, Michigan**2007-2011****SALES OPERATIONS MANAGER, MIDWEST CALL CENTER**

Selected as one of three sales leaders to grow Midwest call center as well as establish call center's processes and procedures. ***Chosen for role due to creation of proprietary sales tool that skyrocketed sales. Tool was also implemented across entire salesforce of 4000.*** Guided and mentored team of unionized sales representatives.

Budget: \$10 million **Team:** 12 direct/100 indirect

Leadership | Sales Strategy | Sales Process | Forecasting | Negotiating | Conflict Resolution

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AT&T Advertising Solutions: Sales Operations Manager, Midwest Call Center *(Continued)*

- **Won President's Club trip in 2009 for exceeding objectives.**
- Drove recruiting, hiring and training of call center team growing from 100 over six months.
- Developed sales process to effectively utilize company's sales pitch.
- Negotiated with labor union on terminations, consistently impressing union leadership with efforts made to develop and improve performance of difficult employees.
- Partnered with colleagues to orchestrate search for call center space; identified site, negotiated leases, planned space, selected furnishings and technology hardware; led subsequent search and outfitting of new space after YP merger.