

NANCY B. LINDSAY

12458 Preservation Pointe Dr Charlotte, NC 28216
(M) 770-289-0898; (H) 704-392-4983; lindsay_nancy@bellsouth.net

SUMMARY OF QUALIFICATIONS

A dynamic and driven Sales Manager with the proven ability to connect, understand and adapt with the competitive marketplace. Can define and execute marketing and sales strategies that increase value and profitability for both my customers and my organization. Strengths include: account and personnel management, leadership, team player, strategic planning and implementation, training, budget control, negotiation skills. Strong interpersonal skills, can communicate easily with all levels of management and fields of business. Able to meet deadlines and drive results.

EDUCATION

Master of Business Administration

State University of West Georgia, Carrollton, GA
May 2002-August 2004
Honors: Beta Gamma Sigma Honor Society

BBA/Business Management, Minor in French

1996-2000	North Georgia College & State University	Dahlonega, GA
Winter 2000	University of Northumbria at Newcastle	Newcastle upon Tyne, UK
Summer 1999	Institut de Touraine	Tours, France

PROFESSIONAL EXPERIENCE

University of West Georgia – Carrollton, GA, Jan 2009 – Present

Adjunct Instructor, Richards College of Business, Marketing Department - Teach undergraduate Principles of Marketing, Personal Selling and Sales Management classes. Mentor students on career counseling, interview techniques, personal development and communication skills.

ABB, Inc. – Charlotte, NC August 2011 – September 2012

Business Development Manager, High Voltage Cables, USA - Develop and manage national sales strategy for a new green-field ABB High Voltage Underground Cable facility in Charlotte, NC. Create and drive value through development of marketing material and messaging for US cable sales. Lead ABB sales force and internal proposal team by analyzing sales opportunities, prioritizing opportunity pipe-line, targeting potential customers, and developing strategic accounts. Generate strategic action plans for internal cross-functional teams to bring new facility online while meeting customer expectations for value and product quality. Initiate product training for both internal sales force and customers on ABB product and value-add offering as a supplier. Coordinate market intelligence between the US and Swedish facilities to ensure transparency and enhance company position as a global cables technology leader.

Southwire Company – Carrollton, GA May 2004 – July 2010

Sales Manager, West Region, Energy Division - Oversee regional Utility (IOU, Muni, Co-op) and Distributor accounts. Manage regional Sales Agents and internal account managers by evaluating sales quotas and targeting untapped opportunities. Successfully won strategic, long-term alliance accounts and maintain key customer relationships. Managed all aspects for alliance accounts by working directly with supply chain, engineers and customer top management to source raw materials, leverage product groups, reduce total cost of ownership and create new opportunities to cross sell.

Sales Management Consultant - Instrumental in change management during transitional periods, sales training for employees, key team member in sustained supplier initiative proposal to sole-source alliance account. Analyze, research and propose cost saving company-wide initiatives.

Sales Manager, HV Solutions, Energy Division - Implemented multi-million dollar proposals for high voltage underground transmission cable segment of the Energy Division. Maintained close customer relationships and ensured full and successful completion of HV underground product delivery and project management.

National Account Manager, Retail Division, - Managed \$250 million retail account. Broad scope of responsibilities including: P&L accountability, strategic market planning, sales forecasting, pricing, marketing, merchandising, internal training and personnel management.

Account Manager, Energy Division, East Region – Report directly to Vice President of East Region Sales, Energy Division. Customer relations, ensuring customer satisfaction via on-time delivery and order fulfillment. Monitor accounts receivables. Manage customer complaints and implement solutions in order to prevent future complaints. Set up consignment programs and aid in inventory management for key customers. Work closely with manufacturing to ensure timely order fulfillment and shipment.

Ongoing Southwire Functions:

Continuously work with customers to find ways to reduce costs. Travel to customer locations to maintain relationships. Managed Southwire Alliance relationships with key customers. Work closely with customers to make end-user visits to ensure needs are met. Work with Southwire engineers and product managers to increase penetration of new product launches and targeted high-value items. Work on internal strategy teams for new product roll out. Maintain Southwire reputation in industry as high quality and dependable supplier.

Other relevant experience:

West Georgia Tax - Carrollton, GA 2004

Audit Team

The Abovo Group - Atlanta, GA 2003 - 2004

Independent Contractor/Accounting Specialist

Warren Sewell Clothing Company - Bremen, GA 2002 - 2003

Merchandising Assistant

The Complex Sale, Inc. - Alpharetta, GA 2000 - 2002

Financial Assistant