

Daniel Jens

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SALES MANAGEMENT

Business Development • Marketing • Continuous Improvement

Entrepreneurial leadership experience in new business development, major market expansion, branding strategies and industry networking initiatives in consumer-oriented and start-up business environments. Cultivate excellent relationships with new prospects and existing customers. Communicate a clear, strategic sales vision, effectively training and coaching both veteran and junior sales team members. Able to turn around lagging operations and prepare companies for fast growth and profitability.

- New Business Development - B2B & B2C
- Strategic Planning
- Operations Management
- Customer Relationship Management
- Lead Qualification
- Presentations & Proposals
- Key Account Management
- SEO, PPC, Social Media & Inbound Marketing
- Staff Training & Development
- Contract Negotiations
- Closing Strategies & Persuasion
- Lean Facilitation

PROFESSIONAL EXPERIENCE

Zero Zone, Inc.

North Prairie, WI

Sales Manager

2011 to Present

- Lead and manage team of 7 sales correspondents that coordinate specifications of commercially refrigerated display cases for supermarkets worldwide.
- Increased company sales from \$60M to \$136M in three years.
- Improved sales processes by using Lean techniques and Value Stream Mapping to efficiently handle increased volume in business.
- Facilitated Kaizen event improving special order process. Lead time reduced 50% from 12 to 6 weeks.
- Developed and updated many sales department procedures and standard work. Defined the sales cycle, created accurate job descriptions and developed standards for customer relationship management.

Independent Music Artist

Oconomowoc, WI

Vocalist/Guitarist

2008 – Present

- Negotiate contracts, book and perform live music shows.
- Auditioned on NBC's America's Got Talent; performed live for over 8M viewers; placed in top 12.
- Created and implemented strategic plans and media campaigns for successful self-promotional music artist launch that led to major label contract with Sony music.
- Lead worship services at local churches in addition to home church.

Sony Music

New York, NY

Recording Artist/PR

2010 – 2011

- Recorded album on Sony Masterworks Label with Grammy Award winning producers; album spent 6 weeks on Billboard Top 200 and peaked at #36.

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- Corresponded with marketing and PR team of Sony Music to help create innovative ideas in working with media and social networking websites.
- Performed engaging live music events and acted as media spokesperson on Good Morning America, The Today Show, The View, PBS, radio and newspaper interviews; delivered marketing presentations and promotional pitches to sell CD, DVD, book and concert tickets.
- Lead PR and musical opportunities with MLB, NFL, PGA, NASCAR

US Army Public Affairs Ft. Hood, TX
Non-Commissioned Officer 2005 – 2010

- Provided leadership, training and counseling as a Non-Commissioned Officer to soldiers stateside and in Iraq to complete missions, solve problems and maintain smooth relations.
- Developed media & marketing communications promoting music in the United States Army; coordinated with Army Entertainment Division and the Pentagon to produce and promote a music video portraying the life of a soldier.
- Assisted with managing marketing materials, video, and performances promoting music in the United States Army at the AUSA Conference in Washington, D.C.

Midwest Supply Company West Allis, WI
Sales Manager 2002 – 2005

- Managed team (8-inside, 2-outside) providing consultative tool sales to the manufacturing and construction industries; consistently exceeded monthly goals, generating \$2.5M annually by 2005.
- Prospected for customers through cold calls, referrals and networking; qualified leads, negotiated with corporate customers, closed deals and managed accounts.
- Revived struggling operation from being on the verge of bankruptcy to a turnaround success story, by increasing monthly sales 400% in first six months.

Detroit Industrial Tool West Allis, WI
Sales Manager 1999 – 2002
Sales Representative 1998 – 1999

- Ranked as #1 sales manager (out of 15 nationwide) in 2002 and 2001
- Lead and trained team of 25 – 30 to increased territory sales from less than \$3.4 million to \$7.2 million within two years, exceeding quota by 15% in 2002 and 20% in 2001.
- Recognized for superior performance as a six-time “Salesman of the Month” in 1998

EDUCATION

Carroll University Waukesha, WI
Bachelor of Science in Communications 2011 – Present

Optima Associates De Pere, WI
Lean Facilitator Certificate of Training 2013

US Army Ft. Hood, TX
Warrior Leader Course Certificate 2009