

BRIAN W. ADAIR

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Solution-based Technology Sales Leader

Business Relationship Manager | Director of Business Development | Director of Sales

High energy, Technology Sales Leader with a consistent record of achieving aggressive revenue targets, as well as successfully building, leading and inspiring top-performing sales teams. Possessing a high degree of consultative expertise in crafting and delivering complex solution-based technology products and solutions in a diverse set of industry verticals. Known for inspiring others to act, as well as recognizing and celebrating contributions while always challenging the status quo for opportunities to grow and improve. Open to a variety of roles and industries.

CORE COMPETENCIES

Sales Leadership • Strategic Planning • Sales Analytics • Forecasting • Key Account Management • CRM Team Building • Negotiations • Sales Training • Channel Management • Strategic Partnerships • Business Development • International Experience • Strategic Partnerships • Reseller Relations • Marketing • Relationship Selling • Project Management • Market Analysis • Client Education

NOTABLE HIGHLIGHTS

- Exceeded annual sales targets by 12% in 2012, 37% in 2013, and 48% in 2014.
- Contributed over 30% of sales toward a record year of \$15 million in 2014.
- Initiated and developed a successful relationship with a large client that led to closing the company's largest single sale, exceeding \$2 million.
- Worked closely with reseller manager to develop the company's largest reseller who consistently contributed over \$2 million in annual sales.
- Closed contract with a major company that involved integration of competitor equipment while addressing both internal and external challenges with executive management.
- Developed a top-producing sales team of seven people who worked together to exceed sales goals, develop integrated projects, and grow global business.
- Contributed ideas, knowledge, and direction to an IT consulting firm during their transition to a company that focused on deliverable-based project work. Provided management of current billable business and business development during a critical time.
- Championed next generation technologies and workflows by offering solutions that outperformed traditional delivery methods.

RELEVANT EXPERIENCE

T-21 TECHNOLOGIES, Nashville, TN

2016 – 2017

Director, North American Sales and Business Development (*Contract Position*)

Managed sales, business development and marketing, with a primary focus on development of new business. Responsible for North American and UK sales, account management, and marketing.

- Sold and educated existing and prospective clients on next generation hardware, software and technology workflows.

- Worked closely with CEO on sales strategies, marketing, support procedures, and market analysis.
- Contributed in every stage of the sales process: lead generation, identification of opportunities, qualification, project meetings, proposals, closing of business, delivery, and post sales support.
- On-boarded CRM systems with focus on workflow optimization and consistency in documentation methods.

SYNERGY SYSTEMS, Nashville, TN

2016

Director of Sales and Marketing

Managed the sales and marketing department with a focus on sales personnel development, business development, account management, and marketing initiatives. Responsible for implementing a sales strategy and methodology, sales training, and adoption of core sales tools.

- Provided critical business support to the CEO as the company transitioned to a new business model and brand.
- Developed relevant KPI's and metrics for the homegrown CRM system. This included the design and execution of a custom sales dashboard that brought interaction, metrics, and increased adoption to the CRM platform.
- Managed existing accounts and developed new business inside the healthcare, finance, and manufacturing industries. Outbound efforts included email, phone, web conferencing, networking, and face to face meetings.
- Worked with the CEO and COO to develop new business within the new onshore software development model. Identified and closed business in the first 2 weeks and provided support of this partnership.

ADTEC DIGITAL, Nashville, TN

2003 – 2015

Director of Sales and Business Development

Managed a team of domestic and international sales professionals with a focus on increasing sales and building strong business relationships.

- Successfully coordinated and executed sales retreats with a focus on team building, sales training, sales methodology, evolution of new technology, market trends, and new sales opportunities.
- Secured a preferred vendor agreement guaranteeing \$1.5 million in annual revenues.
- Hired sales assistant and UK sales engineer. Developed the integration plan for the sales engineer entering the UK and Northern Europe market. Mentored the sales engineer while training him on relationship selling and technical support of our UK/EU distributors.
- Worked closely with Director of Engineering, Director of Product Development, Director of Customer Service, and Director of Finance to create transparency of departmental support.

Key Accounts Manager

Managed all key account sales in the Eastern United States. Responsible for the growth of sales relationships, while supporting product development in order to meet monthly and yearly sales goals.

- Secured 90% of key industry segment in US, including multiple strategic accounts; allowed Company to support an industry sub-sector in a market once heavily integrated by a competitor.
- Worked closely with large clients to provide a migration solution that included distributing white papers and technical consultation.
- Spoke at national seminars on technology developments, addressing industry professionals/leaders.

Eastern Regional Sales Manager

Managed all direct sales in the Eastern United States and channel sales for the entire United States. Responsible for the growth of sales relationships and meeting monthly and yearly sales goals.

- Closed business with a large client that included a three-year service level agreement and an exclusive commitment to use our products for all mobile applications.
- Created and implemented a successful reseller program. Increased channel sales, which included signing up Company's largest reseller. Developed a reseller contract to communicate expectations.
- Worked closely with US government entities to develop customized technology solutions for government and military buildings, yielding over \$5 million in sales over 3 years.

Technical Support Representative

Provided technical support, training, and installation for new and existing customers. Assisted with equipment testing as it pertained to customer application; found new applications for the product line.

EDUCATION

MIDDLE TENNESSEE STATE UNIVERSITY, Murfreesboro, TN

BS | Bachelor of Science, Digital Media Communication

Minor: Business Administration

COMMUNITY ENGAGEMENT | PERSONAL INTERESTS

The First Tee of Nashville. *Teaching life and golf skills to youths*

Nashville Predators GOAL program. *Teaching life and hockey skills to children*

Nashville Adult Hockey League

Knights of Columbus