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Glenn Herrera

Summary qualifications

Senior Sales, Business Development and Managerial professional with a proven record of building lasting business relationships through interpersonal skills and attention to detail in both startups, established companies and major corporations

A demonstrated record of success in a goal oriented, highly accountable sales environment. Superior presentation skills, excellent verbal and written communication skills. Superb inter-departmental liaison skills. Outstanding management skills leveraged from years of client facing negotiations.

Goals

To exceed and set new standards in a challenging and engaging environment. To build and contribute to a highly effective team.

Professional Experience

FOX INTERACTIVE MEDIA

Performance Marketing Group/MySpace.com 2008 to present
Yield Manager

- Responsible for supervision of Account Management team optimizing display advertising across the MySpace network.
- Responsible for multi-million dollar book of advertising.
- Client facing duties include monetization of campaigns through campaign optimization, deal structure and negotiation.

DIDIT SEARCH MARKETING

Empowering opportunity 2007
Regional Sales Manager

- Responsible for acquiring new enterprise and Fortune 500 clients for paid search management in the Southwest region.
- Leveraged extensive personal network and online data to qualify and arrange meetings.
- Didit named as one of Inc 500 Fastest Growing Companies as well as ranked #3 in Deloitte Technology Fast 50, NY, 2007

TMP DIRECTIONAL MARKETING

2006 to

Search solutions for a global economy

- Driving new business for interactive division of long established agency with billings exceeding \$500 million.
- Newly created position in highly visible department driving sales in the Western US region.
- Selling enterprise level SEM, SEO and IYP solutions.
- Contracts secured on strong relationships from previous engagements, superior customer service and customer loyalty.

Global leader in commercial search services on the internet

- Spearheaded new department focusing on core growth market
- Consistently exceeded revenue goals at 150% and higher of quota
- Member of the Leadership Circle most times in company history.
- Winner of the first overall Leadership Circle of the Year 2004.
- Numerous commendations for top salesman in revenue generated.
- Consistently received client accolades for customer service which resulted in repeat contracts.
- Led and managed successful new cross sell multi-product team.

- Led inside sales initiatives in fast paced start up company.
- Involved in all aspects of sales process including lead generation, sales and marketing campaigns.
- Identified and resolved customer satisfaction and industry perception issues, resulting in contracts with global Fortune 100 clients.
- Generated high profile client base through close customer interaction, project management and departmental liaison.

- Responsible for the recruitment of corporate sponsorship and trade show sales
- Interfaced membership and corporate services for the Association of Internet Professionals.
- Managed and created startup call center.

- Spearheaded sales and marketing for Electric Card Systems.

GUNTHER-WAHL PRODUCTIONS, INC.

1996 -1997

Animation Production

Transportation Coordinator, Production Associate

- Delivery, inventory control and graphics.
- Worked directly with founder and executive staff coordinating time-sensitive and confidential deliverables.
- Established and maintained key relationships with major studios and production houses.

STEVE LEE AND ASSOCIATES

1996

Strategists and consultants to financial services and high-tech companies

Vice President Facilities, Consultant

- Office management and data coordination
- Identified and secured office space during major relocation, negotiated contracts and interviewed staff.
- Initiated interaction with client customers and reported credit trends and recommendations to Fortune 50 client.

NATURE PRINT PAPER, INC.

1985

to 1995

Manufacturers and distributors of sun-sensitive printing papers

Vice President Sales, Partner and Consultant

- Responsible for operations and executive strategizing.
- Identified and developed successful lines of products for the educational and art materials trade.
- Developed new contracts and directed operations with domestic and international shippers.

Education

- California College of the Arts-BFA Graphic Design

Associations

- Member, Society of Industry Professionals
- Member, Screen Actors Guild
- Member, AFTRA

Skills

Well versed in Goldmine, Sales Force and Microsoft Office

Trained in Sandler Sales Institute methods

My LinkedIn Groups



Online Advertising Professionals

