

SYD GROSS

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PROFESSIONAL SUMMARY

Results-driven Senior Manager offering over 20 years' experience in Executive Sales and Corporate Leadership. Highly accomplished in forecasting and translating strategic objectives into tactical realities. Team-oriented and focused on creating internal and external relationships that lead to long-term growth. Masterful both inside and outside of the corporate environment in recruiting and building coalitions around Social Justice and Community Relations initiatives. Relentlessly committed to making a difference Personally and Professionally.

SKILLS

- Revenue and profit maximization
- Multi-channel contact center software
- Building Strategic Alliances
- Change Management
- Corporate Reorganization
- SaaS
- Fundraising & Development
- Strategic Planning & Leadership
- Personnel & Labor Relations
- Cross-Functional Team Leadership
- Process Redesign
- Multi-Site Operations
- Contract Negotiation
- Sales Training Development
- Community Relations

WORK HISTORY

2002 to Current

Executive Board Member

FlexBank – Columbus, Ohio

- Increased growth an average of 11% Annually through Business Development and Acquisition efforts.
- Exceeded company objectives achieving an Industry Leading 99.8% Customer Retention Rate.
- Created new revenue streams through expanded Product & Service Lines.
- Implemented innovative programs to increase employee loyalty and reduce turnover.
- Strengthened company's business by leading implementation of expanded Licensing and Interstate Commerce.
- Initiated rollout of new enterprise software solution for sales reporting.
- Defined strategy and business plan for Tax Deferred Instruments.

1999 to 2001

Branch Manager

Verizon Wireless – El Paso, Texas

- Directed all efforts related to strategic implementation of 1.6B merger of GTE MobileNet including Wireless Network conversion from Analog to Digital.
- Oversaw all relationships with Corporate, Municipal and Community Partners.
- Led all Regional Advertising and Corporate Marketing/Sponsorship efforts.

- Supervised a force of 15 Sales, Marketing and Operations Managers overseeing 350+ associates.
- Led Customer Database Conversion from GTE Platform to Verizon proprietary IT Platform.
- Implemented Sales Force Automation & Reporting Tools throughout Region.
- Increased overall annual sales 16% by incorporating several quality process improvements within the region.

1992 to 1999

District Manager

Verizon Wireless – Columbus, Ohio

- Developed quarterly and annual sales department budgets.
- Planned and directed staff training and performance evaluations.
- Developed a comprehensive training program for new sales associates.
- Built relationships with customers and the community to establish long-term business growth.
- Consistently hit and exceeded sales goals by 15%.
- Supervised a force of over 40 including sales and operations managers and multi-channel sales and support associates.
- Led Region with an average 98% Customer Retention Rate.

1990 to 1992

Account Executive

Verizon Wireless – Dayton, Ohio

- Contacted new and existing customers to discuss how their needs could be met through specific products and services.
- Managed a portfolio of 600 accounts and \$400K in sales.
- Created strategic brand building events to expand the current product portfolio.
- Prospected and conducted face-to-face sales calls with business executives and directors throughout assigned territory.
- Achieved multiple Top Sales Performance Awards including prestigious Winner's Circle Awards.

EDUCATION

Bachelor of Science: Organizational Communication

Ohio University - Athens, OH

AFFILIATIONS

- Vice Chair and past Treasurer. Friends of the Community Relations Commission. City of Columbus. Columbus Ohio. 2017 - present
- President and past Treasurer, New Albany Park Home Owners Association 2011 - 2013
- Mentor/Volunteer, Arts and College Preparatory Academy. Columbus, Ohio 2016 - present
- Fundraising/Development Volunteer. Ohio High School Athletic Association (OHSAA) 2010 - 2015