

SYD GROSS

614-316-2668
Pataskala, OH 43062

grsssyd@yahoo.com
linkedin.com/in/sydgross

VP SALES / CORPORATE RELATIONS DIRECTOR

Next-generation sales and market development leader with established record of translating company vision and strategy into high-performing results. Public and private sector influencer with an extensive network of influential relationships. Committed recruiter and builder of coalitions centered around corporate, social justice, and community relations initiatives.

EXPERTISE

- Strategic Marketing Plans CRM
- Talent Recruitment / Retention
- Market Analysis / Research
- Contract Review/Recommendations
- Public Relations / Media Relations
- Business Development
- Territory Growth Leadership
- P&L Accountability
- Relationship Management
- Creative / Strategic Selling
- C-Suite Engagement
- Training & Development
- Coalition Building
- Budgeting
- Solution Selling
- Margin Improvement
- Performance Metrics

EXPERIENCE

OYO HOTELS – COLUMBUS, OH BUSINESS DEVELOPMENT MANAGER

OCT 2019-Present

Supervise management, marketing, brand standards, operations / IT and training conversions for acquired and partner properties.

- Launched the OYO Brand in the United States in 2019 and converted over 400 properties in 10 months.
- Achieved regional sales performance in excess of 112% of target.
- Conducted owner level negotiations converting existing hotel operations and stakes in equity to OYO.
- Negotiated equity and partnership contracts leading to ownership stake and operating control.

FLEXBANK – COLUMBUS, OH

FEB 2002-OCT 2019

Privately held benefits administrator with corporate and government clients throughout Ohio and Indiana, with 100 employees.

SALES DIRECTOR

Provided strategic direction in ensuring company achievement of quarterly and annual sales performance targets. Maintained partner and prospective partner relationships via CRM tools.

- Achieved industry-leading customer retention (99.8%) and improved acquisition metrics by implementing use of CRM and other technical tools. Generated 11% increase in profitability YOY due to improved acquisition and retention.
- Achieved margin growth at or above 10% YOY through effective cost management and economies of scale.
- Increased direct sales performance by over 120%.

- Built top performing sales organization running at 90% of budgeted headcount achieving an average 118% of budgeted performance.
- Created new revenue streams by expanding Product & Service lines.
- Led implementation of expanded licensing and interstate commerce.
- Selected as member of Board of Advisors.
- Defined strategy and business plan for tax deferred instruments. Service accounts for high-profile customers that include Ohio Health, City of Whitehall, and City of Dayton.

ADDITIONAL WORK EXPERIENCE

VERIZON WIRELESS (VZW)

BRANCH MANAGER / DIRECTOR – EL PASO, TX

Managed retail and business to business customer sales and operations within territory consisting of Ohio, Texas and New Mexico.

DISTRICT MANAGER – COLUMBUS, OH

ACCOUNT EXECUTIVE – DAYTON, OH

APPOINTMENT

CITY OF COLUMBUS – COLUMBUS, OH

MAY 2018-PRESENT

Created and established to recommend ways and means of initiating and improving city government programs designed to eliminate discrimination and reverse effects of historic discrimination. (Columbus City Code 139)

COMMISSIONER, COMMUNITY RELATIONS COMMISSION

A member of 13 Mayoral Appointees authorized to investigate, mediate, conciliate, and conduct hearings of complaints alleging discrimination in areas of employment, housing, and public accommodation.

- Chair, Past Vice Chair & Past Treasurer | City of Columbus Fiscal Agent, Friends of the CRC. 2016 to Present
 - Provide corporate development (fundraising), grant allocation, and fiscal oversight for Community Relations Commission.
 - 1 of 5 board members elected by commission and city officials.

EDUCATION/TRAINING

Bachelor of Arts - Organizational Communication

Ohio University – Athens, OH

Dale Carnegie Graduate | Discrimination Law and Mediation | Public Safety Policy / Police Relations