

# Capabilities Statement of Robert F. Rossomondo

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## Executive Sales Management

**Regional VP – Sales / General Sales Manager/ Regional Director/Regional Manager** with 13 years of executive sales management experience. A proven success record in both print and internet advertising mediums. Responsible for managing and growing over \$ 100M in revenues for over ten years in a challenging, changing industry. Seen as an inspirational leader , strategic thinker and highly regarded sales manager, and sales, trainer. An award winning sales trainer with Yellowbook and Dale Carnegie Inc.

### Relevant Capabilities & Experience

- Major Account Retention/Recapture
- Prospecting
- Search Engine Marketing (SEM)
- New Market Launches
- Succession Planning/Promotions
- Internet Yellow Pages
- Sales Forecasting/Strategic Planning
- Large Scale Rallies Planning/Addressing
- Identifying Revenue Opportunities
- Developing Compensation Plans
- Sales and Sales Management Coaching
- Business to Business Specialist
- Social Media Marketing
- Policy Development/Implementation/Management
- Start-up Operations/Create Infrastructure
- Budget Planning/Analysis/Forecasting
- Google Certified – SEMPO Certified
- Public Speaking
- Presentation Creation (M.S. PowerPoint, Word, Excel)
- Team Building & Creating Consensus
- Planning & Delivering Sales Training Programs
- Lead Generation

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### AWARDS

- 2011 President's Achievement Award (General Sales Manager), Yellowbook**
  - 2005 – 2010 President's Achievement Award (Regional Vice President), Yellowbook**
  - 2002 – 2004 President's Achievement Award (General Sales Manager), Yellowbook**
  - 2000 – 2001 President's Achievement Award (Regional Sales Manager), Yellowbook**
  - 1998 – 1999 President's Achievement Award (General Manager Sales Training & Recruiting), Yellowbook**
  - 1991 – 1996 Dale Carnegie Sales Course Awards**
  - 1991 and 1997 Most Valuable Associate Award, R H Donnelley Co.**
  - 1991 Sales Manager of the Year, R H Donnelley Co.**
  - 1986, 1988, 1989, 1990 Distinguished Sales Performance Award, R H Donnelley Co.**
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## Professional Experience

### **hibu / YELLOWBOOK – King of Prussia, Pennsylvania - February 1985 – Present**

The largest and oldest Yellow Pages provider in the country and now a leading provider of digital marketing solutions for small and medium size businesses , hibu, formerly known as Yellowbook, was established in 1930 and operates in 48 states plus the District of Columbia, circulating 123 million print directories, hosting over 200,000 websites, serving 700,000 advertisers and \$ 850,000 in revenues. -hibu also conducts business in the United Kingdom, Spain and three Latin American nations.

Fast track promotion through a series of increasingly responsible leadership and senior sales/operations roles, driving significant organizational growth, competitive advantage, and bottom line profits. Research markets – aggressively penetrate new areas – and establish strategically located sales offices throughout the region.

### **General Sales Manager/ Regional Vice President/Regional Director/Regional Manager - September 2002 – Present**

Promoted to lead sales teams located throughout Pennsylvania, Delaware, Maryland, Washington DC, Virginia and West Virginia (including major metro areas of Philadelphia, Pittsburgh, Baltimore and Washington DC). Full revenue responsibility for up to \$ 100M with up to seven Regional Sales Managers, 15 District Sales Managers and up to 150 sales reps. Established three new sales teams in markets in Pennsylvania, Maryland and Virginia.

### **Regional Sales Manager – Washington DC & Baltimore MD - September 1998 – September 2002**

Leader of two 50+ rep sales teams in Washington DC (1998-2000) and Baltimore (2000-2002). Responsible for sales plans, deployment, recruiting, training, forecasting, administration. Opened up three new markets in Frederick, Md., Howard County, Md., and Harford County, Md.

### **General Manager, Sales Planning and Recruiting - Mid Atlantic Area- March 1997 – September 1998**

Responsible for all sales and management training and recruiting. Managed a staff of trainers and recruiters. Devised interviewing strategies and outlines. Conducted sales training classes for new and current reps and management training seminars.

### **District Sales Manager - Washington DC & Baltimore MD - October 1989 – March 1997**

Led sales teams of 9 to 15 reps and revenues between \$ 5 and \$ 10M. Included renewal and increase of current clients and the acquisition of new clients.

### **Account Executive - Washington DC Area – Atlanta GA – Texas - February 1985 – October 1989**

Business to business sales of directive advertising in consumer and government classified directories. Also responsible for B-to-B sales for a government procurement directory in DC, Baltimore, GA & TX.

**DALE CARNEGIE & ASSOCIATES**

**Dale Carnegie Sales Course Instructor - September 1989 – January 1997**

After completing the Dale Carnegie Sales Course in Summer 1988, I was asked to assist the instructors. Within six months I was invited to become certified as an instructor and in September 1989 instructed my first class. Using the Dale Carnegie sales system I conducted classes of 40 to 50 students over a 13 week period.

**MONTGOMERY SENTINEL**

**Classified Advertising Sales Manager - April 1984 – February 1985**

**Real Estate Advertising Sales Specialist - June 1983 – April 1984**

**Automotive Advertising Sales Specialist - December 1982 – June 1983**

**MONTGOMERY COUNTY GOVERNMENT**

**Sign Review Board member – June 1983 – January 1990**

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**EDUCATION**

**American University – Washington DC  
M.S. in Public Relations & Advertising  
1978 - 1981**

**University of Maryland – College Park, MD  
B.S. in Government & Politics  
1973 – 1978**

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**PERSONAL**

**Born in Washington DC  
Raised in Montgomery County MD  
Howard County resident 1990-97, 1999-Present**

**Married 30 Years to Lisa Rossomondo  
Four Children – Natalie (27), John (25), Christina (22), Allison (16)**

**Eagle Scout 1971  
President, Delta Phi Chapter of Sigma Nu, University of Maryland 1976-77  
Omicron Delta Kappa Leadership Honorary, University of Maryland 1981**