Franco Cresta

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Profile

Senior account executive with 15 years of experience in the areas of business development, account management and customer relations. A highly effective communicator and business partner, understanding client needs and delivering results. Strong track record of exceeding personal sales goals and targets. Very proficient in Microsoft Office, SalesForce along with other CRM products.

Professional Experience

**J**ohnson Controls, Inc./SimplexGrinnell 2017-2020

**Business Development Executive –**

Preventative Maintenance Agreements –

* Responsible for selling of fire, sprinkler and suppression maintenance agreements to customers ranging from local businesses to regional and national companies, spanning a variety of industries.
* Develop new business opportunities through cold calling, phone prospecting and referrals.
* Build and maintain strong relationships with existing customers in order to secure repeat business and increase the portfolio and value of services provided.
* Core member of the team that successfully secured three major contracts with large hospital providers in the Pittsburgh and surrounding markets, worth over $5million in which I am personally responsible in yearly reoccurring revenue of over $150,000.
* Sales forecasting and sales performed are communicated with Salesforce.
* Finished 2018 in the top 10% nationally in terms of percentage over quota, which was 213%.

Gillmann Services, Inc. 2014-2017

**Account Manager** –Skilled Trades Staffing Industry –

* Main responsibility was to convert new business into revenue-generating relationships; successfully obtained over 140 partnerships of new business in 3 years, resulting in approximately $4.7 million in revenue.
* Key member of a small team that successfully established a regional office in the Pittsburgh area in which my role was to obtain customers in the construction industry to help staff temporarily and full time.
* Other responsibilities included recruiting of skilled traded employees, screening the employees in regards to work history, drug testing and supply safety training to the possible employees that we were placing when necessary.
* Awarded President’s Club status in consecutive years, by achieving 120% of annual goal for fiscal year 2015 and a 15% increase year-over-year, in 2016. Sales cycle could range from a one call close to a six month process.

First Data Corporation 2009-2013

**Account Executive** –Merchant Services Industry –

* Main responsibilities included new business sales in the merchant services and point of sale hardware equipment.
* Additional responsibility was to establish a bank partnership to network and work collaboratively.
* Consistently exceeded annual sales targets and twice qualified for the yearly sales account executive trips with a minimum qualification of 120% of quota and top 15% of sales representatives.

Konica Minolta Business Solutions 2006-2009

**Outside Sales Representative** – Copier Industry

* Main responsibilities included obtaining new business through cold calling and phone prospecting which was over 70% of yearly sales.
* Additional responsibilities included the upselling of current customers along with renewing multi-year contracts accounted for 30% of business.
* Consistently achieved sales quota targets and qualified for President’s Club in 2008 due to being one of 50 Reps Nationwide to have hit our yearly quota.

Education

Mundus Institute of Management 2006

Management Certification – Mundus was a Management school in which my certifications covered: Office Management, Club Management, Business Management and Restaurant Management.

Sawyer School of Business 1997

Associates Degree in Business – Sawyer School was a Business School in which my Degree covered all aspects of business.

Business Law, Accounting, Management, etc.