

Rick Longenecker

rl@chiefsalesexecutive.com

(973) 985-4254

An accomplished Chief Sales Executive Advisor™ with global experience connecting, mentoring and enabling sales teams to execute with precision - - effectively, efficiently and predictably.

► **Corporate Sales & Marketing Leader (1985 – 2002)**

Prior to founding Chief Sales Executive Advisors in 2002 Rick spent 15-years working with four companies ranging from \$2M to \$70B in revenue where he:

1. Served as a Chief Sales and Marketing Officer, Vice President, Director and Manager of sales teams ranging from 2 to over 300 sales and marketing people
2. Refined skills as a crisis eliminator and translator of strategy into tactical work activities while honing his measurement-based, participative management style
3. Learned how to rapidly assimilate into new companies and industries by working in four unique industries: manufacturing, information services, management consulting and regulated utility
4. Executed sales and marketing efforts in the US, Canada and Mexico selling into nearly every industry
5. Lived across the US in: Minneapolis, Toledo, Detroit, Los Angeles, San Francisco and Metro New York City

Rick worked for:

1. **Cargill, Incorporated** is a \$70B food ingredient manufacturer; served in multiple sales and marketing roles in multiple locations across the US
2. **PSEG** is a \$20B integrated energy and utility company. Rick was recruited to restructure a 300+ sales and service team to prepare it to compete post-deregulation
3. **Guideline Research** is a \$125M R&D and market research company. Rick was recruited post-acquisition to integrate three sales and marketing teams consisting of 120 people
4. **Metrus Group** is a \$2M management consulting firm. Was recruited to serve as VP – Business Development; became a lead consultant to CEO's of multiple Fortune 500 companies

► **Management Consultant and Change Management Leader (2002 to Present)**

In 2002 Rick launched Chief Sales Executive Advisors™ where he uses his energizing leadership style to:

1. Work with clients in over 20-industries to implement a systematic, process-driven approach to:
 - a. Build and expand sales teams while covering start-up costs
 - b. Assess and improve existing sales teams while achieving short term revenue results
 - c. Execute pre-merger due diligence and post-merger integration while increasing revenue
2. Build thought-leading methods and tools that show business leaders and sales people "how to":
 - a. Sell, sales management, sales forecasting and sales planning
 - b. Cross-sell buyers, renew/up-sell buyers, and win-back lost clients in a manner that cuts sales cycle times in half, doubles average revenue per sale and sales close ratios
 - c. Quantitatively translate strategy into actionable sales and marketing activities that enables revenue and margins to simultaneously increase

Rick has served clients in over 20-industries in the US and Europe as a:

1. **Retainer-based Sales and Marketing Executive** leading the launch and development of sales teams including sales practices, sales management, sales technology, sales planning and forecasting
2. **Project-based Consultant** to mid-cap and Fortune 500 companies to execute process improvement efforts for business development, account management, customer onboarding and customer service
3. **Retainer-based Chief Administrative Officer** leading shared services functions, including: human resources, accounting, information technology, and facilities management

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► Innovative Strategist and Networker

Rick is an innovative and proactive connector that leverages over 5,000 contacts and active involvement with professional, industry and geographic associations in multi-industries and countries to:

1. Identify and exploit market trends
2. Gather competitive intelligence
3. Share best practices for sales and marketing
4. Capture lessons learned for revenue growth

Rick attends chapter meetings, delivers speeches and workshops, and networks with professionals in:

1. **Professional Associations**, including: Association for Corporate Growth (ACG), Financial Executives International (FEI), Exit Planning Exchange (XPX), National Association of Corporate Directors (NACD), National Association of Investor Relations (NIRI), American Association of Inside Sales Professionals (AA – ISP), Human Resource Planning Society (HRPS)
2. **Research Associations**, including: The Conference Board – a eight-year member and three-year chairperson of the Marketing Executive Council, speaker at marketing, sales and performance measure conferences; The Corporate Executive Board – founder and member of the Sales Executive Council
3. **Industry Associations**, including: Specialized Information Publishers Association (SIPA), Software Innovation and Information Association (SIIA), New Jersey Technology Council (NJTC)

Chief Sales Executive Advisors – President (2004 to present) Metro New York City

*Lead a privately-held revenue improvement firm that enables B-to-B clients to **double their revenue while increasing margins by bringing precision to sales and marketing execution.** Serve clients as retained executive, consultant, and/or speaker to execute:*

1. Sales and appointment setting practices, sales management practices, sales strategy, structure and technology, product management and marketing communications
2. Business development, account management and customer service operations
3. Launching, scaling, improvement and/or merging sales teams

Sample engagements:

- **SaaS and Software** – Interactive Data Corporation, Oracle, PrepSim Health, Blitz Lead Manager, AmmunoMed, SlideRocket, Financial Education Company, Double A Solutions Software
- **Specialty Publishers** - Business & Legal Reports, Bongarde, Mortgage Success Source, VNR -Germany, WIP - Poland, FDA News, PaperClip, Bradford Tax, Capital Info Group, Financial Ops Network, Horseshmouth
- **Franchising** - Coldwell Banker Commercial
- **Consulting & Research** – The Conference Board, Zitter Group, BI Worldwide, WJM HR Associates
- **Video Production** – Snippies
- **Engineering Services & Manufacturing** – Systech International, Pinnacle Technology
- **Utilities & Energy** – ConEd Solutions, Progress Energy, Marathon Oil, American Water
- **Publishers** – Advanstar Medical Economics, MediMedia Managed Care
- **Education** - Seton Hall University – Adjunct Professor in the Skillman College of Business
- **Financial Services & Insurance** – Chubb, Interactive Data, Freddie Mac, Hylant Group, Assurex

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Opinion Research (FIND/SVP) (Chief Sales & Marketing Officer) (2003 to 2004) New York, NY

Hired post-merger to clean-up failed sales and marketing integration at publicly-traded corporate library, global custom market research, content management, and consulting firm

- **Restructured** - 75 employee marketing, sales and customer service team through revised metrics, sales skill training, prospect management, and compensation redesign; resulted in 429 contracts from new clients and \$12M in annualized subscription revenue (a 8% increase from prior year)
- **Launched Major Accounts** – team that added \$1.2M in new revenue by focusing on top 10 clients
- **Initiated Cross-selling** – approach that generated \$3M in new revenue from existing clients
- **Opportunity Management** - increased lead volume by 10% by restructuring marketing programs from indirect to direct campaigns

Metrus Group (Vice President)

(2000 to 2003)

Somerville, NJ

Led creation of business development and marketing functions at this privately-held management consulting firm that specializes in performance measurement, surveys, and change management

- **Lead Generation & Networking** - increased revenue 75%, margins by 11%, and client base by 50% in 18 months by launching disciplined prospecting, networking and business development process
- **Leadership** - Directed ten partners and principal consultants while simultaneously managing marketing, business development, project management, customer management, and forecasting
- **Project Management** - Simultaneously sold and led consulting engagements at Hewlett-Packard, The Federal Reserve, Marathon Oil, Webster Bank, Palmetto GBA, Chubb Insurance, Freddie Mac, SIAC, ConEdison, and Progress Energy

Public Service Electric & Gas (Director Sales, Service & Marketing) (1994 to 2000) Newark, NJ

Led restructuring of 175-employee customer service department into a consultative sales and service team to prepare for utility industry deregulation at this \$14B publicly-traded utility

- **Process Transformation** – built strategic plan and operational tactics that resulted in business unit restructuring in preparation for deregulation
- **Change Management** - of business unit (175 employees, seven locations, and \$21M budget) resulting in 30% cost reduction, 20% productivity gain, and 35% employee satisfaction gain
- **P&L Responsibility** - unbundled product line from regulated service offering to create new business unit and P&L then grew revenue from \$45M to \$85M in three years
- **Technology Upgrade** - Led SAP Sales & Distribution module deployment, a \$2M CRM and call center system improvement, and a \$1M automated work management system installation
- **Flexible Work Environment** – home-based 70 sales reps resulting in \$3M annual cost reduction

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Cargill, Incorporated

(1988 to 1994)

Multiple Locations

Served as change agent to turnaround multiple sales and marketing teams at this \$70B international provider of food, food ingredients, agricultural and risk management products and services

National Account Manager (Metro New York City)

- Built national account sales team; increased margins by 10% and transformed relationships with clients like: Unilever, Nabisco, Nestle, Sysco, Merck, and Estee Lauder

Product Manager (San Francisco)

- Implemented profit center turnaround, resulting in shift from \$10M loss to \$8M annual profit
- Created new product that increased asset utilization 60%, margins 30%, enabled new market launch

Territory Manager (Los Angeles)

- Led the stabilization and turnaround of third largest sales territory in North America

Sales Representative (Detroit and Minneapolis)

- Grew 2nd smallest sales territory (out of 20) in US into 4th largest in 22 months; increased total volume, revenue and margins as well as average volume, revenue and margin per client

Sears, Roebuck & Company – Sales Representative (1985 to 1988)

Toledo, OH

- Led North Central Region of the US in commission sales in home improvements for three-years

Education

Columbia University Graduate School of Business

- Executive Management Program (1995)

The University of Toledo

- Master of Business Administration (1988)
- Bachelor of Business Administration (1986)

Board Memberships

- The Chuck Ealey Foundation – President/Founder (2007 – Present)
- The University of Toledo – College of Business Alumni Affiliate Board of Directors (2017 – Present)
- The Conference Board - Marketing Executive Council – Chairman/Member (1994 – 2002)
- Corporate Executive Board - Sales Executive Council – Founder/Member (1995 – 2000)
- The University of Toledo - Alumni Board of Trustees (1996 – 2006)
- Metro New York City University of Toledo Alumni Chapter – President/Founder (1995 – 2016)
- Athletic Director – 300 Student Grade School (2011 – 2014)
- St. Peter's Prep Crew Parents Association – Board of Directors (2012 – 2014)

Awards & Recognition

- Outstanding Chapter Alumni Advisor - - Kappa Delta Rho National Fraternity (2017)
- Kappa Delta Rho Pi Alpha Chapter Hall of Fame – Inductee (2017)
- Kappa Delta Rho National Fraternity Hall of Fame – Inductee (2006)
- Outstanding Alumnus of the Year – The University of Toledo College of Business (2006)
- Cub Scout Den Leader of the Year – Essex County, NJ (2005)
- Youth Basketball Coach of the Year (94-11-1 record) – Morris County, NJ

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Testimonials

[Jon Bidwell](#)

Chief Innovation Officer, Chubb & Son

Rick did a great job of helping a business unit accomplish a complete overhaul in the structure and accountability/financial metrics for their business. Skillful handling of the considerable change management issues that came with the overhaul.

[David R. Fournier](#)

CEO at AHC Media

We hired Rick to implement his proprietary Sales Navigation Guide within our sales organization. The guide in itself would have transformed our process but with Rick's guidance, insight and persistence, he and the guide significantly changed our entire sales, marketing and go to market strategy for the better. His keen understanding of sales and sales psychology he was able to help us understand what we were and how we needed to communicate it to our customers and other constituencies. The results were "measurably" beyond our expectations. I cannot recommend Rick and what he does strongly enough. I have also worked with Rick as part of his involvement in SIPA where he regularly gives of his time and knowledge in the support of its membership. Everyone who takes advantage of his time benefits from it in many ways.

[Richard O'Leary](#)

Corporate Vice President, Corning

Rick is a great Leader and has a wonderful pulse on his people, the market he serves and the customers he touches. His analytic skills are world class and his integrity is beyond reproach. I enjoyed partnering with Rick on many projects within Public Service Electric and Gas. He consistently has positive impact on the culture, and the organization he leads. A visionary with clear focus and boundless energy

[Brian Gurnham CSW](#)

COO, Business and Legal Reports (retired)

I worked with Rick to help enhance our sales program at BLR. Rick is a strategic thinker, but at the same time not afraid to roll up his sleeves and work with individual sales people when needed. His focus is always on refining the sales process to focus on the buyer. He was able to develop tools that significantly increased sales by adding precision and focus to the selling process

[Steve Manning](#)

President, GAF Materials Corporation

Rick worked with Con Ed Solutions on a consultative basis throughout the company's development of its overall strategy and tactical plan. He quickly became an integral part of the team and provided good leadership. I would highly recommend Rick

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Tom Connolly

SVP Sales and Marketing, AmeriSource Bergen (retired)

Rick is the consummate management professional. He brings high energy and business savvy to every interaction, meeting and engagement. He is a master of the science of networking making it look effortless when we all know the discipline and work that is really involved. His style is a mix of coach and cheerleader first helping hone the skills and then promoting the success of your team

Scott Gillum

President, gyro

I've known Rick for years and what has always impressed me about Rick is his practical and actionable advice...and his network. People talk about it's not "what you know", "but who you know", in Rick's case it's both. In today's economic environment word of mouth is THE source for new opportunity. When companies decide to spend/invest money they are taking no risk that's why having a extension business network, like Rick advocates, is essential. Rick's the only person I know out there that is focused on this subject and providing advice/ training on how to institutionalize across companies

Thomas J. Baskind

Vice President – Sales, VMS Information Services

Rick Longenecker is without a doubt one of the most creative business development thought leaders I have encountered. Rick has an uncanny knack for demonstrating how ordinary sales processes can be returned to deliver extraordinary results. I was introduced to his impressive methodology for training and measuring networking effectiveness while working for Rick at Find/SVP as head of major account sales, .His approach for defining "networking mindset" as a prerequisite to adapting networking tools raises the bar for networking productivity

John Albanese

VP Sales, Syncsort

I have never met a person with a better combination of business passion, process orientation, networking commitment and entrepreneurial strength. Rick is an asset to organizations and the people that form successful teams.

Janet Isenberg

Director, Project Management and Governance, Prudential Financial

Rick has taken three seemingly unrelated passions - for selling, for the military, and for people development - and combined them into a unique approach that he can help anyone apply to their business. His ability to recognize and address the root cause for sales performance issues allow him to bring out the best in each person. His energy and varied knowledge make him an unforgettable presenter