

JESSE JAMES

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EXPERTISE

- Corporate Wellness Programs
- Strategic Account Management
- Cultivating Additional Revenue
- Ensuring Client Satisfaction
- Generating New Business Leads
- Professional Networking
- Consultative Selling Skills
- Development of Sales Cycles
- Long-term Strategic Planning
- Cross-functional Collaboration
- Defining and Exceeding Goals
- Building C-Level Relationships
- Driving Project Implementation
- Driving Innovative Enhancements
- Time Management/Prioritization
- Building From the Ground Up
- RFP and Bid Review & Response

EDUCATION

UNIVERSITY OF WISCONSIN-WHITWATER
BA – Journalism | Marketing Minor 2002

PREVIOUS EXPERIENCE

GREAT AMERICA Account Executive

- Consultatively sold employee/member benefit event services for Six Flags Park
- Owned every aspect of event planning, ensuring complete client satisfaction.

COMMUNITY INVOLVEMENT

WAUKESHA COUNTY BUSINESS ALLIANCE

- As Vice-Chair, communicate value of the organization to new members and explain networking opportunities.

SHEPHERD OF THE HILLS CHURCH

- Serve as VP on the Board of Directors and Group Leader of the TNT Ministrv.

PROFESSIONAL PROFILE

ACCOUNT MANAGEMENT | WELLNESS EXPERT

Business Development expert with more than 10 years of combined account management and consultative sales experience. Customer-centric relationship builder with a demonstrated propensity for adding mutual value, driving exceptional returns, and ensuring a superior client experience. Well-versed in the critical and competitive elements of leveraging wellness programs as a means to reduce client costs.

EXPERIENCE

SALUS, INC. – CORPORATE WELLNESS **Business Development Manager**

DELAFIELD, WI
2011 - Present

Design, implement, and execute a comprehensive sales cycle to drive business growth and ensure client satisfaction with wellness solutions.

- **Conduct entire sales process** from prospecting and presentations to negotiating and building contracts – utilizing extensive industry acumen to deliver compelling case for adoption of wellness programs.
- **Streamline wellness program offerings** to eliminate decision-making delays and drive both client satisfaction and organization profitability.
- **Establish key relationships and business partnerships** by utilizing consultative approach to find mutually advantageous solutions.
- **Leverage client trust, rapport, and confidence** to expand wellness program adoption through comprehensive cost/benefit analysis.
- **Provide consultations utilizing compelling data** including cost-savings prospectus, total employee satisfaction, and detailed case studies.
- **Exceeding annual revenue objectives by more than 150%** through process optimization and vigilant relationship management.
- **Interact directly with client employees** to build business case for adoption of wellness initiatives throughout their organizations.
- **Build collaborative business partnerships** with HR Management and C-Level executives through in-depth understanding of their business.
- **Engage in professional networking** to drive referral sources and enhance brand visibility throughout target business sectors.

3TREE MARKETING **Account Manager**

WAUKESHA, WI
2008 - 2011

Developed new business partnerships while cultivating additional revenue opportunities from existing clients by listening and proactively offering solutions to their online marketing and brand awareness needs.

- **Developed strategic marketing practices** for both internal and external implementation to create and enhance brand exposure.
- **Diligently maintained client relationships** with an emphasis on client satisfaction by acting as a liaison and driving project completion.

EAGLE COLLECTION CORPORATION **Director of Marketing**

PEWAUKEE, WI
2006 - 2008

Led marketing and promotional initiatives through development of localized and targeted campaigns to increase client roster and revenue.

- **Drove development of sales and marketing strategies** by personally defining sales objectives, conducting presentations, and closing deals.