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SUMMARY

Training/Proposal/Business Development Director with extensive experience directing and managing worldwide initiatives leading to increased global sales. Strengths include: proven record in generating revenue and client retention using masterful strategic planning. Consensus builder with MBA, recognized for strong team-building skills focused on senior-level executives. Areas of expertise:

- Strategic Planning
- Strategic Selling
- Global Sales Support Initiatives
- Project Management
- Proposal Management
- Creative Problem Solving
- Mentoring
- Sales Product Training
- Technical Training
- Executive & Customer Briefings

PROFESSIONAL EXPERIENCE

MASTERCARD WORLDWIDE, Purchase, NY

2006 to December 2009

I. Leader – Business Development

Developed strategic marketing goals and drove execution of deliverables to expand the MasterCard brand in the commercial and public sectors. Increased market share and generated revenue for payment cards and services exceeding expectations of over \$3 Billion. Collaborated efforts with consulting firms such as Kelly, Anderson and Associates, Broad Reach Partners, Inc., Waggener Edstrom, and IntelITarget to achieve a broader market reach.

- Generated more than \$500,000 in revenue for first half of 2009 for Public Sector Small and Middle markets by driving on-time execution of sales support solutions including proposals, presentations, teaming agreements and partnerships, product and capability development, and brand positioning.
- Organized and facilitated focus group analyzing Payment Card Solutions for 10 government agencies. Eight out of 10 agencies acted on needs assessment results; 2 were constrained by budgets.
- Oversaw all MasterCard's GSA Contract and government contract compliance requirements.

II. MANPOWER (at MasterCard), Purchase, NY

2005-2006

Project Manager – Qualified Payment Card Agent (QPCA) Project

Developed and deployed MasterCard's QPCA application and procedures for IRS initiative. Results enabled MasterCard to act on behalf of cardholders in collecting, and validating merchant names and tax IDs to furnish to cardholders for 1099 tax filing. Responsibility included budgetary and cost analyses of entire project, legal consultations, IRS meetings, development of procedures, education of sales teams for partners, and extensive communications to all.

- Recruited for senior position at MasterCard based on success of QPCA project.
- Developed final procedures for MasterCard QPCA process to be utilized by financial institutions, corporate clients and merchants based on extensive consultation with financial institutions.
- Managed technical team of 6-8 for systems development to support QPCA initiative on time.
- Increased MasterCard's merchant database accuracy by 25% to pass IRS standards of 95% data reliability.

IBM CORPORATION, White Plains, NY

1995-2002

I. Senior Briefing Consultant/IBM Corporate,

2000-2002

Created and implemented processes that enhanced communications between senior level executives and sales account teams to align most appropriate executive with defined customer requirements in order to move account strategy forward. Increased revenue nearly 30% over 2 years.

- Generated over \$1.5 Billion in revenue by developing account strategies for executive customer briefings.
- Designed and managed briefing process that supported sales account strategies and ensured executive support for sales account objectives and revenue generation.
- Coached executives on specific customers to strengthen briefings based on account strategy.
- Established post-presentation feedback process providing quantitative and qualitative data to executives resulting in strengthened executive - customer relations.
- Provided education to sales and internal organizations on cross-team resource availability within CIO organization including pertinent information on new resources, website information, and new practices.

II. Client Solutions Manager/IBM Global Services,

1995-2000

- Analyzed and qualified potential outsourcing opportunities and directed various account teams regarding strategic outsourcing proposals and projects generating more than \$1 Billion in revenue.
- Managed 12-15 account teams and 5 support teams annually for sales activities and responses to RFPs resulting in creation of first class proposals and customer presentations. Outstanding wins were: HCFA @ \$812M over 7 yrs;

Mercedes Benz @ \$600M over 10 yrs; Rational Software @ \$1.5B over 5 yrs.

- Formulated comprehensive sales strategies that included designing technical and cost-effective solutions, as well as participating in due diligence and contract negotiations.
- Managed customer expectations and requirements resulting in improved communications and increased customer satisfaction.

SPRINT COMMUNICATIONS, Reston, VA

1986-1995

I. Senior Proposal Manager/Sprint Business Services Group 1992-1995

More than \$750 Million in revenue generated annually by directing the development of several large data systems/services proposals for commercial customers.

- Achieved 84% proposal win rate by managing proposal activities for sales, engineering, marketing, contracts, pricing, and production personnel to create and publish professional, compliant and winning documents.
- Facilitated formal management reviews of senior level executives for proposal drafts on content accuracy, competitive pricing and ability to deliver services on time and within cost.
- Led 20-person team in 2-month effort to deliver exceptional Sprint proposal for worldwide telecommunications network to Apple Computer. Awarded contract in excess of \$40 Million.
- Led 15-person team over 6 weeks in effort to deliver outstanding proposal for a state-of-the-art ATM telecommunications network for Hughes Aircraft. Awarded contract in excess of \$20 Million.

II. Manager Data Integration Group/Sprint Communications 1990-1992

- Achieved 90% increase in sales effectiveness by developing and delivering extensive curriculum to Sprint's National Account Division and Business Marketing Group personnel enhancing overall knowledge and understanding of Sprint's data products and services.
- Achieved 50% plus increase in conversion of National Accounts to Global Accounts by developing and delivering customized sales training for international business.
- Devised training strategies for executive-level implementation teams - 75 senior level executives successfully fortified their knowledge of new data products and services.

III. International Sales Support Manager/Sprint International 1986-1990

- Provided international sales support on wide range of data products and services for sales force of over 450 account executives, successfully exceeding 1987, 1988 and 1989 International Sales quotas of \$27 Million, \$42 Million and \$60 Million, respectively.
- Analyzed international customer criteria and provided technical expertise on special applications of data services resulting in development of sales strategies to achieve overseas revenue commitments.
- Designed and delivered comprehensive International Capabilities Presentation that served as international sales resource document used by US sales force to convert 20% of domestic accounts into global accounts.

GTE TELENET, Reston, VA

1984-1986

Technical Training Manager

- Managed comprehensive and effective training programs for domestic and international employees and customers on sophisticated Network Control Center Network Management System.
- Created effective post-sales customer relationship, which enabled account teams to widen sales scope in 75% of international sales opportunities.
- Designed and developed documentation and job aids for customer use in systems implementation and functioned as follow-up liaison to ensure smooth integration of Telenet-provided systems.

EDUCATION and PROFESSIONAL DEVELOPMENT

MBA — Organizational Behavior, Iona College, New Rochelle, NY

BA — Psychology, College of New Rochelle, New Rochelle, NY -- Dean's List, Minor in Education and Business

Company Sponsored Training:

- IBM Project Management Certification
- Sarbanes Oxley Compliance
- Value Driver Selling
- Financial Selling Skills
- Team Building Skills
- SalesForce.com
- Franklin Covey's Writing Winning Proposals & Proposal Management
- Shipley's Writing Proposals
- Strategic Selling Skills