

SHARON ABY

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SKILLS PROFILE

- Administrative: Microsoft Office, Social Media, QuickBooks, Outlook, Multiple Software Systems knowledge.
- Sales: Outside & Inside, Plans, Proposals, Negotiations, Partner Alliances, and CRM.
- Marketing: Customer Testimonials, Campaigns, Online Marketing, Website Design, Collateral, and Content Creation.
- Operations: Project Management, Vendor Relations, and Planning.
- Management: Business Plans, Sales Compensation Plans, and Hiring.

EMPLOYMENT HISTORY

Sharon Aby Marketing

2/1/2014 — Present

Los Gatos, CA

- Create content for client websites including, customer positioning, product & service descriptions, FAQs, Reviews, and blogs.
- Design strategies and plans to capture new markets for products and services. Develop marketing and sales positioning, data sheets and sales tools to address new opportunity. Lead generation programs.
- Script, interview, and write customer testimonials, success stories and case studies.
- Clients include window & door dealers/manufacturers, material handling equipment dealer/manufacture, and business software providers.

Murray Window & Door, Inc.

10/10/2011 — 1/31/2014

Campbell, CA

- Created business and operations systems for Dealership serving architects, designers, builders and homeowners.
- Interfaced with customers for service, sales inquiries, delivery scheduling and billing questions.
- Provided owner with support for business planning, customer and vendor communications, regulatory responses, hiring, sales compensation, warehouse processes and software system/QuickBooks conversion.

Sharon Aby Marketing

2000 — 2011

Chicago, IL

- Developed marketing and sales campaigns for building industry clients: window and door dealers, manufacturers, restoration and remodeling contractors, industrial shelving manufacturer, flooring installer, landscape designer, architect and a commercial security company.
- Developed and implemented business plans models to improve profitability.
- Created new markets, customer targeting, messaging, online media design and sales force realignment.
- Designed marketing and sales propositions, competitive briefings, customer testimonials and marketing materials for Metro Media Fiber Networks, AboveNet, and Web MD.
- SCORE (Counselors to Small Business) volunteer 2009-2011 providing consulting services and marketing/sales seminar presenter.

Microsoft Corporation, Inc.

1996 — 2000

Chicago, IL

- **Market Development Manager:** Market analysis about field sales opportunities for the \$240m national education

business and created an opportunity tracking system, sales force account planning and CRM tools necessary to open the education market. Evangelized state department relations, superintendents and IT staffs, and developed a strategy and plan for Microsoft's foray into the state departments of education.

- **Sales Manager:** Managed five state sales, marketing and support teams contributing \$14.0m revenues. Turned around a poor performing team through strategic staffing, coaching, dealer relationships, and retooling to become a respected contributing unit of the sales organization. Several team members earned promotions to other sales teams at Microsoft.

Apple Computer, Inc.	1984 – 1996
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Chicago, IL & Cupertino, CA

- **Sales Manager:** Hired and developed a nationally recognized aggressive sales, marketing and technical team delivering annual sales growth for some of country's largest enterprise accounts. Called on potential clients and closed deals. Targeted resources to grow market segments deploying direct marketing, resellers, distributors and direct selling strategies. Created \$1m club and communications initiatives using the Internet, video and teleconferencing initiatives to grow revenue. Selected as Sales Manager of the Year.
- **Business Development:** Opened Apple's regional marketing office as part of a new strategy team to drive regional marketing and sales. Created new business opportunities through design and implementation of local marketing programs. Presentation speaker at Apple's Executive Briefing Center to enterprise accounts about direction and solutions. Negotiated C-level and new business relationships with large institutional customers.
- **Manager, Markets and Programs:** Member of early team who established the foundation for Apple's partner customer support model. Identified market and product opportunities for network support services. Authored and launched The Apple Training Alliance, Apple's first customer training offering.
- **HR Manager – Corporate & Field:** Part of Apple's HR team hiring its first sales force, 350 people nationally, including corporate sales management. Promoted to Field Sales HR Mgr. overseeing all staffing, development, compensation, promotion and termination decisions for five field and one corporate HR staff. Provided organizational planning, coaching, mediation, and executive search functions for headquarters sales management.

EDUCATION

- University of Chicago, Illinois – Masters, Liberal Arts
- University of California Davis & Cal State Chico, California – B.A. Organizational Psychology

PROFESSIONAL DEVELOPMENT AND ASSOCIATIONS

- ACCRI Mediation Certification - Northwestern University, Sales Force Productivity – Stanford University, 3 –Day MBA – University of Michigan, Managing Managers – Miller Heiman, Strategic Selling – Communispond, Consultative Selling.
 - National Glass Association (NGA) – Window & Door Dealer Association (WDDA) 2011-2015, SCORE/SBA Chicago Chapter 2007-2012, Apple, Microsoft and UC Alumni Associations.
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