

CATALYST FOR EXPLOSIVE GROWTH

MEREDITH O. JOHANSSSEN

REGIONAL / DIVISIONAL SALES MANAGER

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Industry leader with record of sustained superior results through proven leadership skills in developing talent, driving growth, and creating high-energy, high-performance culture. Catalyst for explosive growth with expertise in:

- Regional Leadership:** last-to-first regional turnaround
- Sales Growth:** from <\$20M to >\$40M in 3 years
- Sales Team Management:** 100% President's Club attainment
- Individual Production:** #1 sales territory in the division

EXPERIENCE AND ACCOMPLISHMENTS

UNIVERSAL GROUP, Inc.

2007–Present

Nation's leading property & casualty insurer for the automotive industry

REGIONAL SALES MANAGER—OHIO

2012–Present

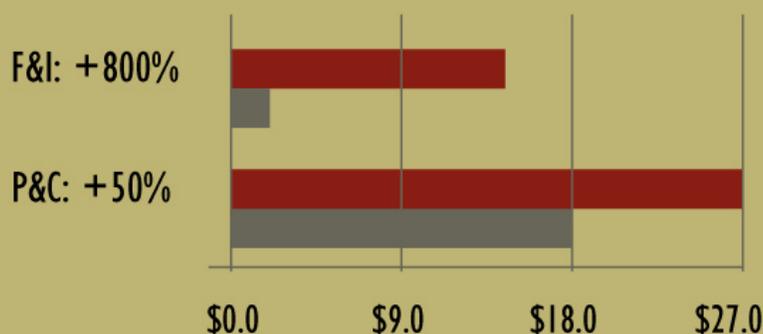
Transformed region from last to first in the company. Recruited for promotion to RSM and selected the company's worst performer as the biggest challenge and biggest opportunity. Invigorated complacent region mired in last place (3 of last 4 years) to excel and strive toward compelling vision of a best-in-class sales organization centered on 4 key benchmarks: Professional Excellence, Best Talent, Premier/#1 Office, and Developing Leaders.

Sales & Profit Performance:

Profitably managed a \$40M+ book of business, driving exceptional growth and capturing 70% market penetration while leading the nation in customer satisfaction (CSI) at 97%. Rose from #27 of 27 regions in 2012 to #1 in 2018 and YTD 2019.

Sales Volume	2014	2018
Finance & Insurance	\$1.6M	\$14M
Property & Casualty	\$18.0M	\$27M

Sales Growth, 2014 to 2018 (\$M)



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Sales Management: Recruited top talent and elevated performance of entire 10-person team through training, mentoring, guidance, and appropriate incentives. Made sound hiring decisions by identifying and evaluating 5 critical factors for success in highly competitive, relationship-driven sales culture with aggressive growth expectations. Developed individual team members for advancement—4 promoted or recruited to date.

Sales Team Performance 2012–2014 2015–2018

President's Club Winners 0 24 entire team in 2018

Industry Leadership: Built strong relationships and reputation within Ohio Automotive Dealers Association (OADA) by persistently demonstrating professionalism, expertise, and commitment. Earned status as a preferred provider, with Universal's selling system recognized as a Best Practice.

Business Contribution: One of 5 RSMs selected to design new, company-wide AE training program.

ACCOUNT EXECUTIVE—DENVER

2007–2012

Built the #1 territory and the largest books of business in the division. Strengthened and leveraged dealer relationships to drive new business, positioning Universal's products and services as high-value profit enhancers to build loyalty while generating meteoric growth.

Sales Performance:

Grew both books of business to #1 in size among 40 AEs in the Western Division. Named Account Executive of the Year in 2009; earned President's Club distinction 3 years.

Sales Volume	2007	2012
Finance & Insurance	\$200K	\$3.5M
Property & Casualty	\$1.5M	\$7.0M

Business Contributions: Only AE from division named to company-wide team to revamp sales compensation structure. Mentored new AE hires.

Sales Growth, 2007 to 2012 (\$M)



EDUCATION AND PROFESSIONAL CERTIFICATION

BS in Economics, 2007—The Ohio State University
Earned AFIP Certification. Currently pursuing CPCU, completed 6 of 8 courses.