

Britney Houston

Corporate Sales Manager



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Profile

Experienced Corporate Sales Manager with ten years' global experience within the international travel sector with a focus to improve sales turnover and positively impact company revenue. Was instrumental in increasing quarterly sales performance by 30% during the last six months, and leadership tenure is back by an MBA and numerous diplomas in coaching and training.

Employment History

Aug 2015 – Mar 2019

EVANSTON, IL

Corporate Sales Manager

PQS Travel Group

Achieved over \$335,000 in the first quarter of 2015 by increasing new group sales in the Mid-West region.

- Responsible for securing business for corporate business transient and group markets by maintaining top accounts, and implementing strategic solicitation and relationship methods to achieve goals.
- Conduct performance reviews.
- Develop and train account managers to secure long-term contracts with leading original equipment manufacturers and improve customer retention.
- Achieve double-digit margins and increase revenues to \$400 million annually with leading government agencies.
- Manage regional corporate accounts in the New England Area of more than \$100k each.
- Develop training plans and career paths for subordinates.
- Collaborate with internal stakeholders such as finance and HR departments regarding budgets and recruitment needs.

May 2011 – Jun 2015

CLEVELAND, OH

Assistant Global Business Development Manager

Trans Atlantic Travel Group

Sales performance increased by 20% following the implementation 6-month sales consultant exchange programs to company locations abroad.

- Take responsibility for developing Individual Travel Accounts through extensive cold-calling, industry networking, and below the line sales strategies.
- Oversee all sales activities related to booking, coordination and customer follow-up for groups requiring bulk reservations of between 50 and 100 at a time.

- Contribute significantly to Food & Beverage revenues by facilitating and promoting effective upselling.
- Acquire knowledge of competition, as well as industry trends.
- Cultivate relationships with prospective new clients by introducing sales consultants to them

Nov 2009 – Apr 2011

MILWAUKEE, WI

Senior Technical Sales Consultant

Bricks and Build Engineering Products

Cultivated over \$550,000 in new account sales within 18 months.

- Build creative sales strategies to increase customer satisfaction and attain business sales goals.
- Conduct reviews of departmental sales performance and compare these against expected targets to identify areas for improvement.
- Convey overall sales performance levels to executive management and submit solution proposals for approval.
- Use analytics to populate data sets and compile reports on daily/weekly/monthly/quarterly performance to submit to executive management.

Aug 2008 – Sep 2009

TRAVERSE CITY, MI

Executive Sales Consultant

Engineering Construct

Increased the engineering sales market by 40% in 2008/2009, securing group programs with top companies in the construction and building sectors.

- Actively involved in research efforts to identify new marketing strategies, business opportunities and the performance of competitors
- Track overall sales activities and allocate resources in sales areas that require additional sales consultants to handle the sudden influx of new business.
- Participate in trade shows, sales workshops, sales seminars, and events on behalf of the business to increase visibility.
- Stay on top of new trends and innovation within the industry.
- Continuously network by staying an active member of relevant industry bodies locally and internationally where applicable.

Education

Jan 2019 – Present

CAMBRIDGE, MA

Harvard University
Masters in Business Administration

Mar 2012 – Mar 2014

DENVER, CO

University of Denver
Bachelor Degree in Sales and Marketing

Skills

Business Development



Networking



Group Sales



Market Analysis



Research



Big Data Analytics



Courses

2013

[MREF INSTITUTE DENVER, CO](#)

Certified Sales Professional (CSP)

Mar 2019 – Present

[NORTHWESTERN KELLOGG INSTITUTE,
EVANSTON, IL](#)

Advanced Diploma in Leadership Strategies

Languages

English



Mandarin



Spanish



French

