

Linda Gerety
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Objective

Seeking a technology sales position in the Senior Living community with a company that is providing innovative solutions while supporting customers to drive transformational change.

Qualifications Summary

- Aggressive Hunter, Prospector and Qualifier.
- 20 + years of experience building excellent relationships in Commercial Real Estate: including Brokers, Agents, Capital Providers, Owners, Developers, Operators, Management, Architectural, Engineering, Construction and related services.
- A wealth of B2B consultative and challenger sales experience including; SaaS software, project delivery methods, workflow processes and analysis with ROI metrics, 3D design and construction software, consulting and technology integration, training implementation.
- Exceptional analytical and presentation skills, including C-level and senior level clients. Comfortable interacting with all levels of decision makers supported by my strong business acumen.
- Dedicated focus on customer satisfaction, establishing value and demonstrating that value.
- Proven experience building client loyalty and follow through to achieve additional referral business.
- Consistently exceed on sales quota and delivery of \$2 million + additional value within a territory of major account sized clients.
- Accurate forecasting and pipeline management.
- Passionate sales professional with unmatched account retention rate.

Banko Design; Atlanta, GA – Director of Business Development – Sept 2015 to Present

Banko Design is full service commercial Interior Design and Procurement Studio. Founded in 2015, I was their third employee and was charged with leveraging my business acumen and industry relationships to secure projects to drive revenue and growth. *Today Banko Design is a studio of with a staff of 22 people, including 15 designers, with \$3M in design fees and \$8M in FF&A procurement.* While there, I implemented the go-to market strategy, identified high growth and high profit segments, and positioned the firm as a leader in Senior Living, Multifamily and Hospitality markets. This was achieved by developing and expanding on relationships with owners, operators and developers and challenging the current product available to the market.

Hagerman & Co; Atlanta, GA-Senior Strategic Account Manager -Feb 2011 to September 2015

Hagerman is an Autodesk reseller. I provided CAD/CAM software solutions, workflow analysis, consulting, integration and training services to a broad range of AEC, Plant, Factory and Manufacturing clients. My technology knowledge base includes AutoCAD, Revit, Civil 3D, Structural, MEP, Model management, CFD/FEA Simulation, Building Analysis, Fabrication, Cloud applications, Document management and project delivery methods.

I developed business relationships within the AEC/MFG industry, by successfully advising clients on how to manage software assets and license compliance. I coached clients on how to differentiate themselves in a highly competitive marketplace by focusing on areas they were not currently leveraging as part of their business practice. Points of contact were typically C-level decision makers. Key performance indicators from my time there include:

- In 2014, I generated \$1.8M of new software and service revenue in FY 2014 and attained 187% of sales quota
- Generated Hagerman's largest size deal in Georgia for Autodesk AEC market in FY 2014.
- Top 10% for company revenue generation from 2011 – 2015.
- Promoted from Business Development to Senior Strategic Account Manager within 18 months of joining the company.

Liberty Mutual Insurance; Atlanta, GA- Account Representative April 2009 to February 2011

Licensed Insurance Agent in Life, Health and Personal lines. Created awareness of voluntary benefits program, allowing companies

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to increase benefits for employees and improve retention. Responsibilities included selling auto, home, life and other insurance products to individuals and corporate groups. Counseled, advised and educated prospects and policyholders on matters of protection and coverage.

- #1 Office Leader for opening "Group Savings Plus" corporate accounts.
- Successfully drove community marketing and awareness of Liberty Mutual through relationships with local businesses and area leaders.

Repro Products; Atlanta, GA- Account Manager April 2005 to April 2009

Responsible for identifying and providing solutions to the AEC markets through sales of wide format printing equipment, Autodesk solutions, document management, print on demand and facilities management services. I was involved in team selling to integrate the workflow process from design to print addressing issues with file formats and document workflow and archiving that involved Autodesk solutions. Created opportunities to cross-sell and up-sell through investigating and providing solutions to address enterprise requirements. Identified and closed new accounts as well as grew business within accounts. Key performance indicators from my time there include:

- Ranked #1 in the Nation for Xerox sales in 2008.
- Consistently exceeded sales quota
- Promoted from Account Manger to Senior Account Manager
- Won multiple sales contest and trips

Education & Industry Involvement

Kennesaw State University – Finance and Accounting Major
Autodesk Certified Professional for Architecture Engineering and Construction
Certified Professional Chef by the American Culinary Federation

Present or Past Member of the following industry specific organizations:

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| • American Institute of Architects – Atlanta | • National Investment Center (NIC) |
| • Design-Build Institute of America, Southeast Chapter | • American Senior Housing Association (ASHA) |
| • Associated Builders and Contractors of Georgia | • Georgia Senior Living Association (GSLA) |
| • Associated General Contractors of Georgia | • Argentum |
| • Commercial Real Estate Women (CREW) – Atlanta Chapter | • Leading Age |
| • Urban Land Institute (ULI)– Atlanta | • Atlanta Hospitality Alliance (AHA) |
| • The Real Estate Group of Atlanta (REGA) | • Building Owners and Managers Association of Georgia (BOMA) |
| | • Various Private Networking Groups |

References available upon request.