

Martin Cane

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SALES & BUSINESS MANAGEMENT

Director / Vice President / Sales & Business Manager / Territory & Regional Manager

Successful career leading business and sales activities through various markets and transition cycles. Consistently successful at identifying, driving, and capitalizing on opportunities to increase revenue and profit. Excellent presentation skills; team player.

Highly focused and consistent professional with a disciplined work ethic possessing a genuine commitment of personal responsibility and integrity. **Creative, confident, and motivated Executive with 18 years experience** building new markets, driving revenue growth, and improving competitive market positioning.

Strong business administrative, P&L management and staff leadership success. **Stellar track record, consistently outselling market competition**, and capturing key accounts. Consistently achieve and exceed sales goals and quotas by identifying new and untapped markets for sales penetration.

Computer skills include *Microsoft Professional Office Suite (Word & PowerPoint)*, *email* and *Internet*. Demonstrated success in:

Areas of Expertise:

- Sales Team Management
 - Customer Relationship Management
 - Leadership/Teambuilding/Mentoring
 - Industrial/Chemical Sales
 - Business Development
 - Negotiation/Arbitration Skills
 - Market Development/Penetration
 - Strategic & Business Planning
 - Problem Identification/Decision-Making
 - Sales/Account Management
 - Service Management
 - Product Knowledge
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Professional Experience

CLEANCO (2004 to Present)

Cleanco with \$3B+ in annual revenues is a public company and leading global developer/marketer of premium cleaning, sanitizing, pest elimination, maintenance and repair products and services for the world's hospitality, institutional and industrial markets; operating in 75 countries with 14K staff.

Assistant Vice President – Corporate Accounts – New Jersey (2017 to Present)

District Manager – South District – New Jersey (2014 to 2017)

Regional Manager - Textile Care Division – New York (2012 to 2014)

District Manager – New York (2008 to 2012)

Territory Manager – New York (2004 to 2008)

Challenged to manage all operations including sales team development and management, fostering business growth. Skilled in one-on-one client relationship building, presentations, and negotiations. Develop sales goals, advertising, promotional and marketing strategies; analyze and forecast sales by product and geographic territory. Interact with multi-unit food service chains, hospitality and healthcare by marketing and selling several key competitive chains.

Key achievements:

- Grew contract business to \$25M sales annually; reduced receivables for three fiscal years. Exceeded pricing plan for three straight years improving operating income profitability.
- Turned around unprofitable contracts from -30% to +5% operating income; repeatedly took large contracts from negative to positive sales positions.
- Consistently exceeds sales budget with highest sales dollar increase per sales budget percentage.
- Achieved level of top 1% of all positions within organization.
- Promoted to establish new sales region and division.
- Increased sales by \$1M within district; never repeated.
- National District Manager of the year 2009, rated #4 for national sales in 2006, and Territory Manager of the Year for District for 2007.

Education/Training

BS in Business Management, *Monmouth University*