

KENDELL R. NELSON

1001 Leadership Place • Killeen, TX 76549

Business Development

Results focused and dynamic professional, with comprehensive background leading all aspects of business development including marketing, sales, customer service, enterprise, inventory and revenue growth. Consistently achieved record-high customer satisfaction rankings, improvements to the bottom line, and success in the turnaround of underperforming operations. Proactive and a perceptive leader with strengths in recognizing and accelerating peer's strengths, highly proficient in working in a fast-paced environment. A team player with excellent interpersonal and communication skills, experienced in working with different personalities including clients and vendors as well as working on own initiative.

Core Competencies

Marketing • Management • Business Development • Strategic Planning • Client & Enterprise Sales • Client Prospecting • Operations • Lead Generation • Staff Development & Training

PROFESSIONAL EXPERIENCE

Fourlane

2016-Present

Software Executive Sales

Responsible for identifying, evaluating, qualifying and closing leads for enterprise accounting software, point of sale and field service management solutions. Aggressively seeks new business for IT services, implementation of hardware and account management. Dynamic skill set in development of sales cycle, influence and persuading to grow market share. Competent and effective in providing high level presentations, upselling and familiar with all technical discourse in selling conversations with customers.

Dell OEM Solutions/ Large Institution

Sales Account Manager III /Business Development

2015 – 2016

Manage and support strategic accounts in K12, Hi-Ed, and State and local government for the State of Texas. Aggressively market our services as the best end-to-end user service in the industry. Lead business development efforts to over 5 million per quarter in revenue. Competent prospector of storage, networking and server clients with strong industry contacts. Responsible for a lead generation, selling, account management and targeting technology companies that sell IT products in over 40 verticals to market and build Dell's hardware, software, and service into their own solutions with an average attainment of 115%.

EPIC Title Company

2014 – 2015

Business Development Manager

Successfully enhanced e-closing technology footprint by developing opportunities, increasing revenue, and partnering with brokerages for new business ventures. Establishes sales metrics, targets and minimum standards to improve performance and solicit business to high net worth stakeholders by building relationships and networking. Consistently improving by participating in web based cloud title companies; reading professional publications; maintaining personal networks and participating in professional organizations. Closed 20 deals monthly in investment transactions monthly.

- Identifies e-closing technology candidates by researching industry and related events, publications, and announcements; tracking individual contributors and their accomplishments. Closed 1 million in revenue monthly
- Located and proposes electronic tracking of deals by contacting potential partners; and implementing e-closing barcode technology for opportunities. Generated 20 internet leads weekly to increase pipeline of new business
- Evaluates potential business by prospecting to internet lenders, mortgage brokers and technology driven companies to deal requirements, potential, and financials; evaluating options; resolving internal priorities; recommending investments. Started revenue growth with top 10 investor organization
- Develops strategic plans and customization for 100% web based software for integration of new venture with company strategies and operations; examining risks and potentials; estimating partners' needs and goals.
- Closes new business deals by coordinating requirements; developing and negotiating contracts; integrating contract requirements with business operations.

Keller Williams Realty International

2005 – 2013

Business Development/Realtor

Expertly marketed needs of buyers and sellers of residential, multi-family, and new construction real estate. Conducted extensive research in order to provide clients with comparative market analyses and detailed listing presentations. Exercised skill in responding to objections while receiving and negotiating offers. Mastering the art of building relationship and generating leads.

- Closed \$3 million in 2006, 2007, 2008 and \$2 million by midpoint of 2009

- Successfully recruited five real estate agents to the company in 2006 increasing the profit sharing of the market center
- Provide excellent customer service throughout and following the transaction. Manage client objections while receiving and negotiating offers.

TEACHING EXPERIENCES

Professor	Concordia University, Austin Texas	01/2014 - Present
Instructor	Arkansas Baptist College, Little Rock, AR	01/2010 – 09/2013
Adjunct Instructor	Park University, Little Rock, AR	07/2012 – Present

MILITARY EXPERIENCES

United States Army 2002 - 2010

Logistics/Quartermaster Officer

Served in various positions to include Platoon Leader both in country and overseas, Assistant Operations Officer, and Unit Movement Officer. Served as the Accountable Officer for Class III and Class V accounts. Managed 25 cargo and fuel vehicles and all related equipment valued in excess of over \$14 million dollars. Served as the Sports Editorial writer for the Battalion newspaper, Roughrider Express, which increased awareness and morale of deployed soldiers of 204th FSB. Chosen to serve as the company Movement Officer during redeployment from Operation Iraqi Freedom and ensured the accountability of over 175 pieces of rolling stock and equipment valued at over 45 million dollars. Developed a successful Driver's Training Program for the organization that included 17 companies, designed to license soldiers on a multitude of vehicles. Administered training on the theory and mechanics of military materials management from purchase to distribution. Facilitated training on UMO responsibilities and key deployment issues related to commands and staff that the UMO interfaces with during planning and executing deployments. Managed procurement, storage, issue, sales, accountability, and preparation of subsistence supplies and operation of commissary sales stores. Handled logistical training in coordination with the G3/S3.

EDUCATION AND CREDENTIALS

Doctor of Education Candidate in Leadership and Management, Degree Conferred -December 2016
Capella University - Minneapolis, MN

Master of Science in Marketing-Present
Texas A&M University Commerce-Present

Master of Arts in Management and Leadership, 2010
Webster University – St. Louis, MO

Bachelor of Science in General Studies, 2002
Minor in Physical Education/Military Science
University of Arkansas at Pine Bluff College

CERTIFICATIONS/TRAININGS

Access 2003: Improving the Effectiveness of an Access Database
High Impact Presentations Graduate / Dale Carnegie Training, 2006
Fearless Presentation Graduate / The Leaders Institute, 2004
Quartermaster Officer Basic Course, 2002
Excel 2010: Getting Started with Excel
Life & Health License, Texas
Real Estate License, Texas
Series 6, 63,65 in progress