

## KENDELL R. NELSON

1001 Leadership Place, Killeen, TX 76549

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### Business Development

Results focused and dynamic professional, with a comprehensive background in leading all aspects of business development including marketing, education development, sales, fundraising 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 organizational, interpersonal and professional communication skills. Experienced working with contracts, small businesses including clients and vendors as well as management and facilitation of the process.

#### **Core Competencies**

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

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### PROFESSIONAL EXPERIENCE

Microsoft/ Invenio 2018- Present

#### **Microsoft Sales Executive**

Responsible for marketing Microsoft Premier Services for the CAM, CTM, and SMB customers in the US across all industries. Premier Services is the highest level of support you can purchase for your MS Investment directly from Microsoft. Premier Services will help you gain the most benefit from your IT infrastructure by pairing your business with Microsoft Services Premier Support. Our dedicated support teams provide continuous hands-on assistance and immediate escalation for urgent issues, which speeds resolution and helps you keep your mission-critical systems up and running. We help you evaluate your IT health and provide the training or tools your teams need to "get healthy and stay healthy."

3 Core Systems 2016-2017

#### **Account Executive**

Responsible for identifying, evaluating, qualifying and closing leads for cloud services in Human Capital management. Aggressively seeks new business for professional services, consulting, 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 acquisition accounts for solutions including ERP, BW/BI, CRM, Cloud and (Saas) providing high level presentations, upselling and familiar with common technical discourse in selling conversations with customers.

Dell OEM Solutions/ Large Institution 2015 2016

#### **Sales Account Manager III /Business Development**

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**

<b>Adjunct Professor</b>	Virginia College, Austin Texas	01/2018- Present
<b>Adjunct Professor</b>	Texas AM Central Texas Killeen, TX	11/2016 - Present
<b>Adjunct Professor</b>	University of Mary Hardin Baylor, Belton, TX	11/2016 - Present
<b>Adjunct Professor</b>	Concordia University, Austin Texas	01/2014 – 01/2017
<b>Professor</b>	Arkansas Baptist College, Little Rock, AR	01/2010 - 09/2013

**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 in Leadership and Management, 2016**  
 Capella University - Minneapolis, MN

**Doctorate of Business Administration Marketing-Present**  
 Walden University- Minneapolis, MN -Present

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