

Robert R. LaPorta
robertlaporta@sbcglobal.net
Residence: 847-854-0056 Cell: 708-420-7993

SUMMARY

Technical Sales Management professional with consistent record of exceeding company revenue targets utilizing a consultative solution sales methodology. Known for driving creative sales strategies for new-to-market, high dollar, complex software solutions to user-level, Vice President, and C-Level decision makers. Skilled in building and coaching, regional and national teams. Achieved multiple year sales awards. Cross-functional Sales, Implementation, Training, Distribution, and Accounting background generate effective big-picture strategy to overcome sales objections and drive value.

PROFESSIONAL EXPERIENCE

PEOPLESOFT CORPORATION, Pleasanton, California **2001-2005**
Leading global enterprise software solutions company.

Manager, CRM Sales Consulting Team: Midwest & Great Lakes Regions. Westchester, Illinois
2001-2005

Managed and coached Sales Consulting team covering 15 states, driving technical sales for Customer Relationship Management (CRM) applications, including Marketing, Sales Force Automation, Call-Center, Service, Email Response, Content Management, Enterprise Portal and Business Intelligence.

- Achieved team sales of 135% over quota including multi-million dollar wins by facilitating new account discoveries, RFP reviews, demo designs and conceptualized solution sales strategies within retail, financial services, manufacturing and food service verticals.
- Launched new product suite within Midwest, generating new strategic accounts within first year via recruitment of competitive players and focus on solution selling methods.
- Enhanced customer product knowledge and buy-in by developing solution presentation to effectively differentiate and illustrate the mapping of prospect's business requirements to enterprise software solutions.
- Increased effective utilization of resources within open sales opportunities, and illustrated product vertical trends by development of team activity analysis report.
- Expanded market penetration by leveraging Services and Product Alliance Partners.
- Insured accurate account qualifications, productive forecast movement, and expert resources by developing strategies with sales rep executives to maximize sales productivity.

ORACLE CORPORATION. Redwood Shores, California **1994-2001**
World's largest enterprise and database software company.

Senior Manager, CRM National Sales Consulting, Chicago, Illinois **1996-2001**

Managed national team of fourteen sales consultants and two regional managers. Trained and drove sales strategies with Account Executives, Regional Sales Consultants and Alliance Partners.

- Generated new revenues by driving national sales of new product suite release, with expansion of subject matter experts from key competitors, and quarterbacking of key headquarter resources.
- Achieved team sales of 142% over quota by strategizing with sales teams and presenting CRM solutions within United States, Canada, Australia, and New Zealand. Verticals included Financial Services, Retail, Manufacturing, Telecommunications, and Food Distribution.
- Presented CRM value propositions to Oracle User Groups and National Sales Meetings.
- Enhanced sales tool via design and build of new demo product functionalities.
- Increased product competitiveness by prioritizing functionalities utilizing customer feedback.

Senior Consultant, Oracle Implementation Services, Chicago, Illinois 1994-1996

Directed and completed segments of Oracle ERP and CRM application implementations. Gathered process requirements, mapped to solution functionality, generated solution design, facilitated business process change management, and trained super users.

- Created model for future product release while managing custom development group within yearlong, supply chain implementation.
- Appointed as Central region functional lead to Midwest Community of Practice. Generated benchmark solutions for Sales Incentive Compensation and Sales Force Automation suites.
- Generated an Oracle customer reference published within CFO Magazine.
- Increased national sales by serving as subject matter expert within Sales Incentive Compensation business process and application solution.

ROLM, a SIEMENS COMPANY Atlanta, Georgia; Chicago, Illinois 1985-1994

ROLM-Siemens manufactures telecommunications equipment and CTI software solutions.

Roles encompassed Regional Accounting Management, National Distribution Analyst, and Regional Account Sales Executive.

Introduced new accounting practices that generated over \$300,000 revenue recoveries; Compiled highly accurate Sales, Headcount and Expense Forecasts; Consolidation of national distribution centers; and various Sales achievement awards.

ROLA Consulting Atlanta, Georgia; Houston, Texas 1983-1985

An Accounting and Consulting Venture.

Consultant**SYSCO CORPORATION, Houston, Texas 1982-1983**

Ranked as the Largest U.S. Food Services & Distribution Company.

Headquarter Manager, In-Transit Accounting**MILPARK, a BAKER INTERNATIONAL COMPANY, Houston, Texas 1980-1982**

A National Oil Services Company.

Headquarter Manager, U.S Accounting**PANNELL KERR FORSTER, Houston, Texas 1978-1980**

A National Accounting, Consulting, and Tax Firm.

Staff Accountant**EDUCATION**

St. Bonaventure University, Olean, New York BBA Accounting 1978

PROFESSIONAL and TECHNICAL DEVELOPMENT

Management Development Sessions, Solution Selling Methodology, Corporate Visions Presentations, Project Management, Oracle and PeopleSoft CRM, Supply Chain and Financial Application Products and Workflow Design Technical Trainings.

