

ALEX RAMIREZ - BUSINESS DEVELOPMENT & SALES MANAGEMENT SPECIALIST

♦ San Diego County, CA 92563 ♦ alexta@yahoo.com ♦ (951) 816-8888

For additional insights refer to: <http://www.linkedin.com/in/trustedmortgagepro>

Professional Profile

Core Competencies

- ▲ Team Builder & Leader
- ▲ Training & Mentoring
- ▲ Competitive Analysis
- ▲ Growth Prioritization
- ▲ Stakeholder Buy-In
- ▲ Network Development
- ▲ New Accounts Generation
- ▲ Relationship Management
- ▲ Financial Management

- ❖ A highly skilled sales management professional with a documented record of expectations-surpassing value over a 10+ year career as a leader, builder, trainer and mentor of successful B2B field sales teams of up to fifty sales representatives and sales managers, and as a consistently top producing member of the sales team.
- ❖ Despite recent market turmoil, maintained high level of performance as a profit generator initiating \$1B in loans from 1998 - 2009.
- ❖ Demonstrated capacity to excel in large fee & multi-year projects that take a long time to develop and close, and in highly competitive fast paced transactional sales that require on-the-spot closing skills.
- ❖ Ongoing business success derives from well-honed communication and presentation skills, inner drive to surpass goals and expectations, plus a customer focused approach to generate new business and to develop and maintain profitable strategic partnerships

CAREER HISTORY

- | | | |
|--|-------------------------------------|--------------------------|
| Atlantis Financial Services | Private Mortgage Consultant | 1/2004 – Present |
| ❖ Privately advise and secure financing for diverse clientele of homeowners, businesses, RE developers and RE investors in Southern California and nationally. Generated in excess of \$100M in loans since 2004. | | |
| Trust One Mortgage Banker | Production Manager | 8/2008 – Present |
| ❖ Exceeded management's goals by quickly maximizing sales work flow and increasing production by 100%. | | |
| ❖ Secured and negotiated vendor contract with the nation's 2nd largest REO account increasing sales by 500%. | | |
| ❖ Established new marketing techniques to substantially increase market share, and also created and managed database management system to increase sales opportunities and customer retention by 200%. | | |
| Citywide Financial Corp. | Vice President / Co-Founder. | 6/2004 – 4/2006 |
| ❖ Recruited as the VP of Sales for this start-up financial services company and was instrumental in making the business profitable within 60 days, and exceeding management's sales revenue expectations by 300% by generating \$5MM in revenue in the company's first 6 months | | |
| ❖ Fully staffed the office within 90 days and created/implemented company training and employee manuals, sales reports and pipeline/operational systems for company workflows, as well as front and back end software for the sales reps and database and marketing systems for client retention and vertical penetration. | | |
| Sterling Funding | Branch Manager | 1/2003 – 11/20/03 |
| ❖ Established new marketing techniques to substantially increase market share and created and managed database | | |
| ❖ In first 3 months after being hired, exceeded management's expectation by increasing revenue by 300% with new product line, and increasing professional staffing level by 100%. | | |
| ❖ Helped to create workflow systems and implement software/technology for front/back end operations | | |
| Household Finance Company | Assistant Branch Manager | 8/1997 – 9/2002 |
| ❖ Consistent Top Producer in mortgage origination, and received designation as first employee to originate over \$1M in production in one (1) month in this 175 year old company's history. | | |

MEMBERSHIPS

- National Association of Mortgage Brokers/NAMB
- California Association of Mortgage Brokers/CAMB