

# Dennis Alexander

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## SUMMARY

I am a technology proficient and time management focused sales professional seeking to transform my successful field sales career into one where I leverage my Salesforce advocacy, web graphic design, and project management to improve adoption, increase efficiency, and expand utilization to maximize business value. I am seeking a role where I may leverage my expertise with project management.

## CORE STRENGTHS

- Track record of exceptional sales results
- Account relationship management and development
- Cross-selling and cross-promotion
- Web graphic development
- Customized sell sheet and promotion design
- Product training

## SALESFORCE ACCOMPLISHMENTS

- Support Salesforce Business Analyst to help manage the Salesforce environment 2020-2022.
- Tested and Facilitated Outlook 365 to Salesforce Integration Sync – co-coordinating nationwide company sync.
- Led 7 Salesforce Champions in redesign of account summary tab to accommodate business needs.
- Led 19 Salesforce Champions to gather ideas, engage power users and delegate support for field users.
- Provided insight for Salesforce cases, communities and B2B Chat which improved response time and brand compliance.
- Facilitated skills training sessions for existing and new associates.
- 22 Salesforce Trailhead Badges

## EXPERIENCE

### District Manager - Lead Salesforce Champion

03/2016 - Present

#### Royal Canin Veterinary Diets, Mars Pet Care

Orange County, CA/Lakeland, FL

Successfully managed two high growth territories using relationship skills and business knowledge, while delivering nutritional training on prescription diets and providing revenue solutions for the clinic. Selected to pilot the winning in cities Veterinary Account Consultant position, while managing ambiguity and building relationships in a remote environment. Created a resources website for the end user to access Royal Canin assets.

### Territory Account Manager

2008-2016

#### Veterinary Services, Inc.

Riverside, CA

Responsible for achieving profitable sales growth at key accounts. Developed strong relationships with customers to best execute business plans that deliver the objectives of revenue, growth, profit, product placement, pricing, promotions, training, and seasonal merchandising. Managed an account portfolio of over 100 independently owned stores and internet-based businesses. Effectively handled a high-volume overseas account via email and fax, with \$30K monthly average sales.

### Owner and Chief Operating Officer

2001-2007

#### Andy's Pet Shop, An Animal Habitat Company

San Jose, CA

Managed store's daily operations, including payroll, staffing, training, purchasing, merchandising, accounts payable/receivable, and customer service. Increased sales volume from \$200,000 annually at initial purchase of store to an average of \$1,000,000 annually in a 4800 sq. ft. retail space, averaging up to 200 customers daily.

### Field Insurance Claims Adjuster

1997-2001

#### Farmers Insurance and California State Automobile Association

San Jose, CA

Obtained relevant evidence and information regarding suspicious claims. Conducted interviews, gathered detailed information and completed field investigations. Conducted claim and estimate re-inspections. Investigated claims, conducted field audits, determined losses, and reported findings.

## RETAIL

1989-1997

#### Anchor Blue/Miller's Outpost/Levi, Geoffrey Beene, Bugle Boy

Gilroy, Milpitas, Monterey, Newark, CA

As store management, opened new store locations and assisted in recruiting and training new staff. Addressed customer inquiries and resolved complaints. Ordered and restocked inventory. Reorganized the sales floor to meet company demands. Directed and supervised employees engaged in sales, inventory-taking and reconciling cash receipts. Completed weekly schedules according to payroll policies.

## Education and Awards

- National University at La Jolla – Integrated Marketing Communications – 2016 - Present
- Awards:
  - Red Crown Club – 2020 & 2021; inVESTed Award 2019
- Royal Canin Pride ARG lead July 1, 2022 - Present