

CHRISTOPHER A. BLANCHARD

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Experienced manager and coach in industrial sales, P&L, cross-functional team leadership and data analytics. Cultivates relationships with colleagues, customers, and suppliers to create a value-add customer-centric culture.

- Grew business from \$235,000 to \$12.0 million with 19% gross margins in 4 years by implementing sales and marketing strategy.
- Diverse industry sales experience, including specialty chemical manufacturing for oil and gas production, medical software development, industrial electrical capital equipment and automation controls.

EXPERIENCE

President and Owner

Real Property Management West | Real Estate Industry | Houston, TX. October 2020 – Present

- Built \$806k revenue business by leveraging data analytics to optimize marketing, sales, and operations. Full P&L responsibility.
- Attracted, hired, and trained sales, operations, and maintenance staff.
- Featured in Franchise Spotlight publication for early explosive sales success in the first eight months.
- Identified ten zip codes containing 188,068 premium rentals to guide targeted marketing efforts resulting in ten plus new units under management month over month.
- Developed stages, workflows, messaging, and automation for CRM system, implemented standardized document control system, and property management system necessary for all business functions.

Sales Operations Manager

Flotek Industries | Oil & Gas Industry | Houston, TX. May 2019 – August 2020

- Deployed CRM module and established weekly reporting cadence resulting in a 13% improvement in quote win rate, an achievement of 6% accuracy between monthly sales forecast versus actual revenues, a companywide SIOP initiative, a sales pipeline, and win/lose/churn analysis.
- Collaborated with the sales team to develop a collective understanding of the sales cycle resulting in defined sales processes, creation of KPI's, and the creation of key account management templates.
- Leveraged data analytics techniques to drive sales team performance and accountability, inform strategic planning, guide tactical decisions, support key business decisions, and uncover company-wide optimization opportunities.

Director of Business Development

HLA Data Systems | Medical Software | Houston, TX. 2016 – 2018

- Expanded target customer list by 21%. Implemented new sales methodology, online marketing campaigns, identified new customer networking events to attend, and implemented a CRM tool resulting in an increased quote win rate of 28%.
- Incorporated stakeholder feedback to identify demand for SaaS modules that enabled customers to purchase best functionality.

Global Accounts Manager

Wholesale Electric Supply | Industrial Distribution | Houston, TX. 2015 – 2016

- Exceeded sales goal by 33% by using Miller Heiman's Strategic and Conceptual consultative sales philosophy earning top five ranking in revenue and profitability out of 130 commercial team.
- Developed and strategically executed a data driven sales turnaround plan identifying key customer projects and profitable product lines to prioritize for long-term success in a down market resulting in \$12 million portfolio.
- Gained key advantage over competitors by working with engineering department to assure that products were specified in their drawings while the competition focused on price cutting to the purchasing department.
- Motivated, trained, and coached 6-member team to create LEAN sub-assembly program that drove sales and profitability by reducing customer's fully burdened costs by \$1.3 million, and earned prestigious trusted value-added vendor status.

Field Sales Account Manager | *WESCO Distribution - Automation and Controls Division* | Houston, TX. 2012 - 2015

EDUCATION

M.B.A., Weatherhead School of Management, Case Western Reserve University | Cleveland, OH. – 2019

Concentration: Finance and Data Analytics. Merit-based Scholarship.

- President, Graduate Business Student Association. Represented and led entire Weatherhead graduate student body.
- Summer Internship: Investment Banking Analyst – Signet Capital Advisors.

B.S. Engineering, Miami University | Oxford, OH. – 2011

Major: General Engineering. Minor: Entrepreneurship.