

Stephannie C. Bronson

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SALES & SERVICE OPERATIONS LEADER

Dynamic and performance-focused leader with over 15 years of expertise in Sales and Customer Experience Operations. Known for building enduring business relationships across multiple domestic and international regions. Designed and implemented winning solution-based sales and customer experience strategies to achieve challenging revenue growth goals. Adept at managing multiple tasks in a fast-paced environment. P&L management, sales coaching, mentoring, and operational excellence. A driver of change and process improvements through collaboration, servant leadership, and effective communication. Committed to delivering high-quality and achieving organization goals and revenue performance metrics.

CORE COMPETENCIES

New Business Development | Sales & Profit Growth | Creative Problem Solving | Sales Excellence Strategies
Budget/P&L Management | Process Improvement | Customer Journey Mapping | Succession Planning | Stakeholder Management | Coaching and Mentoring | Supply Chain Mapping | Consultative Solution Selling

LEADERSHIP EXPERIENCE

VECTOR CLIMATE/CLEVA TECHNOLOGY

2024-2025

Independent Business Consultant

- Partnered with VP of Sales to design and launch a brand-new sales team, establishing foundational processes and systems and determining optimal headcount to support rapid growth.
- Developed and implemented all core sales business process flows, SOPs, regional and revenue guidelines ensuring seamless integration and accelerated team performance from inception.
- Led the implementation of Salesforce CRM, designing process flows for KPIs, order management and reporting dashboards to drive accountability and transparency.

WEST MARINE PRODUCTS CORPORATION

2022 –2024

Head of Customer Experience Center

- Directed 120+ remote crew members (Leadership, Support and Inside Sales) across US and PR, overseeing P&Ls for E-Commerce (\$200M) and Sales (\$500M) annually.
- Implemented Salesforce CRM, Service Console, Order Management; upgraded CS & WFM platforms (24.7/Calabrio) enhancing operational efficiency and reporting.
- Piloted Inside/Outbound Sales and Stores lead generation initiative, generating \$493K new business within 2 quarters.
- Restructured Customer Excellence organization, optimizing team talents through cross training and enhancing the customer journey.
- Recruited, developed, and coached global support teams in a fully remote environment, driving excellence and efficiency.
- Oversaw diverse functions: Inside /Outbound Sales, Order Management, Account Management, Virtual inventory, Fraud Screening, Rewards/Loyalty Membership & Renewals, Plus Plan/Warranty, International, Government, Digital/Social and B2B/B2C Product Advisors and Stores Support.
- Enhanced Sales and Service Excellence by automating processes, improving workflows and reporting and leading VOC collaboration meetings to reform CSAT, NPS, Training/ Coaching tools and KPI /SLA metrics.
- Developed and implemented SOPs and training for omni-channel enhancements, including Salesforce Service Console, Fraud Screening, and Same Day Delivery, improving operational consistency and customer experience.
- Directed personnel functions: revenue/customer growth, strategic planning, coaching, mentoring and succession planning advancing the customer journey.
- Achieved 43% BOT deflection and reduced Abandon rates by 25% during system upgrades by creating new FAQ's, cross-training and process flows, driving significant P&L Cost reduction in budget from \$5.5M to \$4.5M.
- Managed and optimized Customer Experience platforms (Salesforce, NICE inContact, 24.7ai/Calabrio) for improved service levels.
- Partnered with C-suite executives (COO, CMO, CPO and EVP of E-commerce to optimize customer excellence strategy and organizational improvements.

KEMET Electronics-Division of YAGEO Group

2018 –2022

Head of Inside Sales and Service Operations- The Americas

- 55 Direct reports including 4 Supervisors in 7 sales locations across the Americas supporting \$300M+ in direct and distribution sales.
- Global Champion for integration of Salesforce ERP and CRM platforms across all divisions. (SAP/AS400/Oracle systems)
- Led, developed, and coached onsite and remote Customer Service, Inside Sales, Global Pricing, Demand Forecast, Order/Quote support for Automotive, EMS, Military and Aerospace Customer support teams to achieve continuous improvements and customer revenue growth.
- Introduced new workflow automation, process reviews and reporting enhancements, to ensure compliance and quality for Inside Sales and Customer Services. Supported global goals and initiatives including SaaS quote tools, new-CSAT Surveys by CSR and channel partners.
- Hired, trained and coached team; mentor and develop skillsets for cross training, and top talent succession planning.
- Owned 5 Global SOX controls related to customer orders and forecast/inventory management systems during SOX audits.
- Managed ISO/IATF Automotive and Aerospace AS9100 certifications, focusing on quality, on time performance, and customer order management metrics for Distribution and Direct Automotive and EMS customers for continued Distribution Vendor Service awards.

ROADRUNNER FREIGHT-Division of Roadrunner Transportation Systems

2016 –2018

Regional Sales Director- IL, IN, MO, WI

- Consistently exceeded sales targets, contributing to a revenue range of \$4.2-\$6.4M/month-\$50M/year. (inside and field sales reps)
- Introduced ZOHO CRM across 3 divisions, streamlining sales processes, reporting and training.
- Served as trusted advisor on sales visibility projects enhancing revenue tracking and KPI dashboards
- Restructured and coached the sales team resulting in 10 of 15 reps achieving top performance in 2017 and 2018.
- Managed sales and operations P&L, delivering sustained revenue growth while meeting monthly goals.
- Collaborated with senior executives to improve reporting and align sales targets with compensation.
- Developed and piloted a training program for new college recruits, resulting in organization-wide revenue growth.

EA LOGISTICS-MCS Cargo Systems, Inc.

2014 –2016

Sales Director- U.S.

- Built and led a startup sales team of 8 reps for domestic and international freight achieving \$7M sales/ \$1.5M GP in year 1.
- Developed and launched initial sales training & coaching program, driving rapid performance among new hires.
- Led process improvement initiatives, streamlining operations and forecasting for sustained profitability.
- Managed P&L, set and maintained gross profit targets, and secured new carrier partnerships to maximize revenue.
- Implemented ZOHO CRM and optimized sales processes, reporting and KPIs for enhanced visibility and growth.

TNT USA, INC.

2009 –2014

Regional Sales Manager- Chicago & Miami Regions

- Earned 2011 Award for Highest Revenue Growth in North America - 42% Miami region and 36% Chicago region.
- Advised senior leadership on sales strategies and market trends to drive ongoing regional growth.
- Led and coached Inside and Field Sales teams to \$9M in award-winning revenue results.
- Developed and executed key strategies for international express and logistics, collaborating with Marketing for SaaS solutions.
- Built client-focused solutions and industry partnerships, significantly increasing territory profitability.
- Partnered with cross-functional teams to implement process and revenue improvement projects. (TSA, ISO/QEHS, Marketing, CS)

Related Management Experience:

United Parcel Service, 2008-2009 | Trade Direct Regional Specialist- Region International Sales- IL, WI & IN (Supply chain and SaaS tools)
 DHL Worldwide Express, 2006-2008 | Corporate Regional Sales Training Specialist (Inside Sales through Global Sales)-4 Regions/20+ states
 DHL Worldwide Express, 2004-2005 | Sr. Account Executive-Ft. Lauderdale area

EDUCATION

Bachelor of Science: Business Administration with Marketing Emphasis & Communications Minor
Eureka College, Eureka, Illinois

Technical Proficiencies: Microsoft Office D-365, Windows OS, AS/400, UKG, Workday, ADP, PAYCOR, LMS, Criteria, KOUNT, Accertify, NARVAR, Oracle, SAP, Power BI, Salesforce (Service and Sales Consoles, OMS, CRM), NICE in Contact/MAX, ZOHO CRM, 24.7ai, Calabrio, SaaS, JIRA

Volunteerism: WE United-Women in Electronics- Mentor, Mentorship Committee, Mentee Champion 2019 – Present

Podcaster: Pitch Please! 2 Chicks Talking Slick- Creator and co-host 2024-Present

HIGH RECOGNITION

- 2023-2024: 24.7 implementation of new West Marine Contact Center platforms to drive efficiency, loyalty, and CSAT (98%)
- 2023: Salesforce Service Cloud & Sales Cloud/CRM implementation team
- 2011: TNT Highest Core Revenue Growth Award - Miami Region 42%; Chicago Region 36%
- 2007: DHL International Trainer of the Year Award: Global Standardization project with APAC Global Training Shanghai
- 2006: DHL Promoted to Corporate Sales Trainer < 2 years: Increased 2 territories from 74% to 108% and 68% to 104%

SALES TRAINING CERTIFICATIONS

- Richardson Coaching- for Sales Management and Executives (Linda Richardson Model)
- PSS- Professional Selling Skills (TNT)
- SSA-Structured Sales Approach and Negotiations for Senior, National Sales (TNT)
- Challenger Sale- certified 2014 (TNT)
- Facilitation Skills for Trainers-certified 2006 (Florida Training Center-DHL)
- WMS-Consultative Selling for National Account Managers, Executives and Directors (DHL)
- ECM-Enterprise Customer Management for National & Global Accounts (DHL)