



A member of the APL Group

# Carol Jones

Candidate for  
Senior Manager, Business Development

Application Portfolio Prepared  
for  
Bob Nebula

**MAKING THE IMPOSSIBLE, POSSIBLE**

# Carol Jones

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Ashdale, OR

## Senior Manager, Business Development Capability Map



APL Logistics Role Responsibilities and Qualifications	Carol Jones Qualifications
Develop business opportunities with new customers and companies not transacting with APLL by building brand sell through across broad set of services and solutions.	Exceeded new business development goals in sales territories with FedEx/RPS by growing book of business with existing accounts providing targeted solutions to customer needs.
Generate leads and sales call plan for named target accounts with specific objectives.	Researched new, existing and lost accounts to generate leads and resourced colleagues for lead opportunities. Generated sales plan and call cycle targeting major accounts and national accounts to sell through products, services and technologies.
Build relationship and commitment through understating of customer solutions in highly competitive landscape with elongated sales cycle.	Built relationships with customers that foster trust and loyalty through committed representation and follow through on issues that arise over course of engagement.
Identify opportunities by understanding customers business, product & services requirements and competitive activity to secure business.	Consultative/solutions sales approach to understanding customer requirements through relating, discovering, advocating and supporting customer initiatives and motives.
Develop and design solutions that map to the company's capabilities and area of investment to customer/verticals.	Developed value propositions that map solutions to customer requirements with regard to product offerings, markets served, technology, and order management.
Close the deals and meet/exceed \$1M annual new business budget.	Grew book of business in previous territories by \$760K - \$1M annually. Exceeded revenue goal by 12 – 35%, ranking in the top 5 out of 25 account representatives.
Bachelor's Degree with minimum of 7 years of industry sales experience.	Bachelor of Science in Business Administration from Syracuse University along with 7+ years of sales, management, and transportation industry experience with FedEx, Nike, and RPS.

## APL Logistics Additional Knowledge Skills and Abilities

Teamwork  
Respect  
Integrity  
Innovation & Creativity  
Customer Focused

### **My Core Values**

Faith  
People  
Integrity  
Authenticity  
Contribution

### **My Beliefs**

People are our greatest resource and all have talents and gifts to contribute.

Collaborating as a supportive team through shared company initiatives:

Cultivates Purpose  
Inspires Creativity and Innovation  
Grows Sustainable Solutions

# 30-60-90 Day Plan

Carol Jones

Senior Manager, Business Development

## Days 1-30: Onboarding | OTJ Training | Education

- Develop relationships within APL Logistics by scheduling 1-on-1 meetings with all sales development team members, executives, and cross functional team members.
- Understand APL Logistics' objectives and core goals for position.
- Gain thorough understanding of APL Logistics' organization, services, and solutions.
- Obtain solid knowledge base of solutions, strategy, and metrics.
- Establish proficiency with APL Logistics' tools, software, communication expectations, CRM, policies, and other important workplace dynamics.
- Understand target market, research named targets, define how APL Logistics product and service solutions uniquely serves them.
- Align activities to support strategic initiatives of APL Logistics: expansion of services, market opportunities, and new product initiatives.

## Days 31-60: Evaluate | Goal Setting | Immersion

- Set sales goals, define strategy, and build sales call plan for named accounts with specific objectives.
- Get to know target companies and how APL Logistics can improve their supply chain.
- Collaborate with cross functional resources to align sales strategy to customer solutions.
- Conduct joint calls to refine and sharpen sell through skills.
- Conduct sales calls to evaluate the strengths and opportunities with each customer.
- Establish communication lines and relationships with accounts and partners.
- Understand competitor products and market strategies.
- Participate in local trade, professional and civic associations; review professional publications to establish networks.

## Days 61-90: Execution | Optimize and Refine Sales Strategy, Goals, Plans

- Translate business strategy into prioritized action plan.
- Adjust goals in light of markets opportunities and sales strategy.
- Optimize list of leads and customers to maximize opportunity pipeline.
- Review sales call plan and update with new leads as generated.
- Obtain feedback, support, and guidance from team members and leadership.
- Set long term strategic goals and define key performance indicators.
- Lead and manage the growth of the territory with exceptional and consistent long-term leadership, drive, and commitment.
- Professionally represent the APL Logistic brand.

## LinkedIn Recommendations

### **Alice Movad**

*Sr. International Acct. Exec at FedEx Services  
March 1, 2021, Alice managed Carol directly*

*It is rare to come across standout talent like Carol. I had the pleasure of working with Carol at RPS and FedEx Services. I hired her as a Senior Sales Executive in 1999 for my sales team when I was District Sales Manager. I was particularly impressed by Carol's ability to stabilize an inherited territory after the loss of a major account. She grew her book of business and nearly tripled the revenue goal for her territory after only nine months. She is self-driven, maintains productive relationships with internal and external customers, and collaborates with key players to provide impeccable service. Whether an individual contributor or managing a team, Carol earns my highest recommendation!*

*Alice Movad  
Senior International Account Executive  
FedEx Services*

## LinkedIn Recommendations

### **Paula Roberts**

Managing Director at FedEx Corporate Services

January 14, 2021, Paula was senior to Carol but didn't manage directly

*I am writing this letter of recommendation for Carol Jones enthusiastically and without reservation. I am confident that her demonstrated ability and skillset will be a great asset to your organization. We worked together at both R.P.S. and FedEx Corporate Services. I was her Managing Director at FedEx and was the Vice President of Field Sales during her time at R.P.S.*

*I want to outline three skillsets that make her unique and an asset to any sales organization:*

*1. She is an accomplished individual contributor. She has a proven ability to turn sales territories around and get results. I witnessed this firsthand on calls with her in the field. She builds rapport quickly and has the ability to turn opportunities into closes by using her deep understanding of the sales process. During her time at R.P.S. she was promoted three times in four years. In addition, she was hired back into the company which was extremely rare. It was very difficult to come back after leaving, you had to be very good as we did not encourage rehires.*

*2. She was a Sales Training Coordinator. Her job responsibilities included on-boarding and training our sales team in a multi-week process. She also was responsible for teaching the sales process through a number of courses we felt were necessary to bring our team up to speed with sales skills. Counselor Sales was the advanced (my words) course that I still feel is relevant today in our Zoom or remote sales environment. She understands the sales process and can teach it if necessary; a great skill for an organization to add.*

*3. She was an excellent sales manager. Her team performed above expectations and grew revenue. Coaching and selling with 11 individuals is a time consuming and difficult task. She approached it with a wealth of experience given her time in the field and in sales training. The account executives under her management benefitted greatly by having someone who had successfully done the job but also could diagnose and teach sales skills based on her sales training background.*

*As you can see in her resume, she is not afraid of a challenge. She has taken advantage of opportunities as they presented themselves outside her industry. She has sold services, managed people and educated and trained new and experienced employees. Last, but not least, she has successfully raised a family. I can enthusiastically recommend her for any position that involves sales or developing and managing people at any level, her accomplishments have proven that over time.*

*Sincerely,  
Paula Roberts*

## LinkedIn Recommendations

### **Ken Brennan**

*Worldwide Account Manager at FedEx Services*

*January 12, 2021, Ken worked with Carol in different groups*

*With great pleasure I recommend Carol! She worked with me on a number of customer implementations and her ability to project manage unique situations with varied requirements was critical to our success. She brings a strong balance of sales skill, customer focus and project management that you need to be successful. She is an asset!!*

### **Shawn Douvet**

*District Sales Manager at FedEx Services*

*January 11, 2021, Carol worked with Shawn. in the same group*

*I have had the pleasure of knowing Carol for 25 years. I worked with her at RPS and she was instrumental in my training and development as a sales person. Carol is a person that you will be able to count on as her integrity and professionalism are second to none. Her ability to keep things in perspective and apply sound judgment will be beneficial in building trust with customers and inspiring her team.*

*Over the history of Carol's career, she has proven that she can develop and execute a comprehensive business plan that provides consistent and impactful results. Her business style is polished, paced and respectful. She is driven to succeed and is someone who can learn and adapt quickly to any industry. Her ability to communicate and collaborate with decision makers at any level is something that made her a successful salesperson in the past.*

*A critical component to Carol's success is her willingness to embrace new challenges. She is tactical, introspective and spirited in her approach to developing strategy and brings out the best in people. I am confident that her collaborative style, coupled with her business acumen and passion for excellence make her an excellent candidate.*

*Shawn Douvet*

*District Sales Manager*

*FedEx Services*





To whom it may concern

**Letter of Reference – Carol Jones**

Hilversum, Holland 26 March, 1998

This is to confirm that Carol Jones worked as the European Customer Service Manager in the equipment division of NIKE Europe from January 1997 until March 1998.

She showed from the very beginning until the last day of her assignment in Europe a strong commitment for the job, which resulted in creating a well functioning European customer service team for the equipment division. She not only worked hard but also achieved remarkable results in very short time.

Her excellent presentation and communication skills helped her to provide her peers and superiors with the information necessary to make her and the people working with her successful.

Being new to the NIKE organization she demonstrated an ability to acquire in a short time the necessary business knowledge that enabled her to succeed in her job. Between tackling day to day business she never lost track of the strategic aspects of this business and made sure behind every action is also a long term aspect.

Carol worked on a reorganization project in customer service where she proved that she has the ability to analyze complex problems and provide fact based solutions that underlined her analytical strengths.

She takes the lead and initiative to make the right things happen with and through other people which helped to develop basic procedures and processes that were very helpful to run the customer service department.

In her team she was known as always being ready to provide corrective and positive feedback when needed.

I wish Carol Jones all the best for her future professional career.

Bjorn Van der Houven  
European Director of Operations Equipment

NIKE EUROPEAN OPERATIONS NETHERLANDS BV

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# CJ


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## SKILLS

Leadership  
Strategic Planning  
Relationship Building  
Results-Driven  
Revenue Generation  
Business Development  
Account Management  
Consultative Selling  
Communication  
Collaboration  
Analytical Thinking  
Solutions Focused  
Creative Problem Solving

## EDUCATION

BACHELOR OF SCIENCE  
Business Administration  
Marketing Minor  
Syracuse University

ASSOCIATE OF SCIENCE  
Business Administration  
Mohawk Valley Community  
College

## PROFESSIONAL PROFILE

Results oriented strategic sales leader that consistently achieves and exceeds revenue goals by 12-35%. Driven by developing strategic sales plans that align with business objectives to advance the mission of an organization. Skilled in building relationships through a consultative approach, identifying needs and challenges, analyzing methodologies, and recognizing opportunities for improvement and growth. Ability to introduce creative value propositions that deliver innovative solutions, streamline operations, reduce cost, and contribute to corporate initiatives and success.

## EXPERIENCE

### SENIOR MANAGER

The Jones Household, Ashdale, Oregon / 2001 – Present

Orchestrated sabbatical to raise family and manage a thriving home. Delighted to return to work.

- Led with diplomacy, taught ethics and conflict resolution, nurtured curiosity to inspire independent and innovative thinkers.
- Creative ability to pivot, adapt, and align with dynamic needs of organization.
- Executed plans and decision-making within budget and scope of project timelines.
- Directed multiple remodeling projects with design-build firms and contractors.
- Recruited to manage food box distribution as part of the Coronavirus Food Assistance Program, a pivotal channel that brought farm to table with disruption in the supply chain.
- Volunteer with ministries that serve the faith community and the less fortunate with love and dignity: RCIA, Mass Ministries, Family Life Committee, SVdP, Oregon Food Bank.
- Tutored PreK and elementary students in reading, writing, and math curriculums.

### SENIOR ACCOUNT EXECUTIVE

FedEx Services, Portland, Oregon / 1999 – 2000

Hired by District Sales Manager to stabilize and grow territory after loss of major account.

- Accelerated sales revenue growth by 43% within nine months.
- Grew package volume by 67% within nine months.
- Exceeded annual revenue growth goal by 28% within nine months.
- Developed new and existing customer base through consultative selling.
- Identified, qualified, and delivered value propositions that provided solutions and strengthened customer relationship.
- Negotiated contracts with existing and potential accounts.
- Streamlined customer implementations by planning, monitoring timelines, and collaborating with key stakeholders.
- Produced and presented business reviews outlining performance metrics.
- Communicated with internal and external customers to provide impeccable customer experience.

### PROJECT MANAGER

Manugistics, Portland, Oregon / 1998 – 1999

Certified project manager trained in implementation of Manugistics Transportation Management software solution.

- Trained and certified to implement transportation management software solution that improved supply chain logistic models.
- Supported colleagues with implementation challenges by modeling software solutions.

CJ

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caroljones2354

## CLIFTONSTRENGTHS

Achiever  
Developer  
Analytical  
Input  
Belief

## VOLUNTEER EXPERIENCE

Billings Parish  
Community Volunteer Lead  
2015 – Present

Oregon Food Bank  
Team Member  
2017 – 2018

Woodland Elementary School  
Academic Tutor  
2006 – 2010

Bella Montessori School  
Academic Tutor  
2004 – 2008

## EXPERIENCE continued

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### CUSTOMER SERVICE MANAGER

Nike European Operations Netherlands BV, Hilversum, The Netherlands / 1997 – 1998

Recruited by Director of Global Operations to lead customer service department for new start up division in Europe.

- Executed international strategic plans and policies supporting \$53 million in customer orders.
- Contributed to the long-range strategic vision to centralize customer service department, reduce costs, and streamline customer support across product lines.
- Led team of 14 European national customer service representatives supporting 68 sales representatives and 6 sales managers throughout Europe.

FedEx Services, Northeast Region / 1993 – 1997

### DISTRICT SALES MANAGER

Boston, Massachusetts / 1996 – 1997

Selected by Regional Sales Manager to manage \$30 million sales territory.

- Exceeded district sales revenue goal by 12%.
- Analyzed sales territories and forecasted market opportunities to set annual revenue goals and key performance standards.
- Guided, coached, and trained 11 sales representatives to improve performance and maximize productivity.

### SALES TRAINING COORDINATOR

Bethany, Maryland / 1995 – 1996

Launched new sales training site with \$500,000 annual budget and instructed new account representatives on company, products & services, and selling skills.

- Facilitated eight-week training program for new account representatives expanding brand knowledge and field sales capability.
- Coordinated mock sales calls with District Sales Managers to improve selling skills.
- Taught sales skill courses - Power Sales, Counselor Salesperson, and Advanced Account Strategies.

### ACCOUNT REPRESENTATIVE

Fusion, New Hampshire / 1993 – 1995

Managed \$3 million sales territory and increased territory sales revenue 35%.

- Added additional account representative as a result of my accelerated revenue growth in territory.
- Developed market strategy plan focused on major accounts to increase revenue and expand territory.
- Leveraged national account contracts to secure, maintain, and grow local facilities.
- Communicated with cross functional teams to maximize customer satisfaction.
- Awarded Account Representative of the quarter for exceeding quota.