

# WILL A. PRESCOTT

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## BUSINESS DEVELOPMENT LEADER

**Dynamic sales leader with a proven record of driving revenue growth across multiple industries.** Skilled in expanding territories, managing key client relationships, and elevating team performance through strategic sales training and mentorship.

### CORE COMPETENCIES

- Strategic Territory Development
- Team Leadership & Coaching
- Revenue Growth & Market Expansion
- Account Relationship Management
- Business Development & Brand Expansion
- Data-Driven Sales Strategy
- Contract Negotiation & Closing Expertise
- Business Analysis

### SELECTED OUTSTANDING ACHIEVEMENTS

- Delivered \$100 million in a variety of new business over tenure. Tolleson Foods
- Successfully grew customer base to \$50 million in annual revenue. Shamrock Foods
- Orchestrated launch and management of 15 retail stores across Arizona, Las Vegas, and Albuquerque, thus earning partnership in company. American Exercise

### PROFESSIONAL EXPERIENCE

#### BUSINESS DEVELOPMENT MANAGER, SALES CONSULTANT, March 2018 to Present

**SYSCO FOODS**, Phoenix, AZ

Drove business growth by developing and executing strategic sales initiatives and mentoring sales associates to expand market presence and profitability.

- Partnered with senior leadership to identify and pursue new sales opportunities, contributing to overall **business development strategy**.
- Delivered more than **\$10 million in new business** through targeted outreach, consultative selling, and strategic relationship building.
- Collaborated with marketing teams to design and execute campaigns that increased brand visibility and generated qualified leads.

#### DIRECTOR OF SALES AND MARKETING, March 2010 to February 2018

**AMERICAN EXERCISE**, Tempe, AZ

Provided **strategic leadership** for company sales across five Southwestern states, driving new business development, channel expansion, and team performance.

- Led the successful **launch and management of 12 retail stores** across Arizona, Nevada, and California, resulting in strategic company partnership.
- **Recruited, trained, and managed sales teams** to execute strategic initiatives and exceed performance targets.

### EDUCATION

- Top Technical Institute – EET, Electronics Engineer
- Western State University – Business Administration, Management