
DALE J. HAAPT

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CAREER PROFILE

Sales/Business Development Director with over fifteen years of escalating executive sales success history; demonstrated strong leadership skills and knowledge in both technical and non-technical products. Areas of specialization include product market positioning, key relationship cultivation and strategic alliances. Accomplished at negotiating and generating sales volumes in excess of \$1 million dollars and a must win attitude.

Professional Experience

AEC MARKETING, Orlando, FL **2009 - 2010**

Independent Sales Consulting

Chief Development Officer/Partner

- Grew revenue by 100% the first year
- Aligned the firm with 5 key long-term clients

BALFOUR BEATTY, Orlando, FL

General Contracting

2005 – 2009

Senior Director of Sales/Business Development

- Facilitated, coached and oversaw the strategic sales process leading to the award of the following several Central Florida Projects including: \$425M Dr. Phillips Performing Arts Center, \$ 80M University of Central Florida College of Medicine and \$80M University of Central Florida Arts II. **Total sales of over \$ 700M.**
- Strong networker who developed an ongoing network of over 1000 clients utilizing a **Sales Force Performance Tool** database showing real time project pursuit opportunities which resulted in a yearly growth rate of 10% and \$300M.
- Designed internal company strategies to differentiate the organization from the competition that required detailed research and other market intelligence resulting in an increased “win ratio” of 25% and \$150M.
- Oversaw six marketing personnel responsible for the total sales pursuit process. Redesigned and implemented policies that won over \$100M in secured sales contracts.

FLAD AND ASSOCIATES, Gainesville, FL

Architecture

2003 – 2005

Director of Sales/Business Development

- Researched and identified the top eight key healthcare systems in FL. Oversaw, developed and implemented a strategic sales campaign to maximize results with these clients on a regional basis. Generated a 10% impact in billable revenue of \$1.3M in year one.
- Designed and implemented a national healthcare branding program which was adopted and rolled out on a global basis. This process enhanced the company revenue by 25% or \$12M nationally.

- Opened untapped market opportunities resulting in additional \$3M professional services revenue in the FL/GA region through a persistent targeted client cold call process.

KINETICS / BIOPHARMACEUTICAL GROUP, Philadelphia, PA

Pharmaceutical, Biotech Manufacturing engineering

1998 – 2003

Senior Director of Sales/ Business Development, Raleigh, NC (2002 - 2003)

- Grew a national territory by \$150M by focusing on key accounts and strategically maximizing opportunities with firms such as Abbott Labs, Glaxo Smith Kline, Biogen, Elan Pharmaceuticals, Beckton Dickinson, Eli Lilly and Amgen.

Regional Sales Manager, Orlando, FL (1998 - 2002)

- Named “Top 10%” sales producer nationally. **Called on Fortune 1000 clients.**
- Grew client base from 25 to more than 300 increasing sales by 27% in the Southeast United States and produced an average growth of \$200M per year.
- Increased company sales \$187M by building strong client relationships, effectively analyzing the market competition, as well as a persistent personal “cold call” follow-up program.
- Established long-term client relationships with primary healthcare systems, biotechnology/ pharmaceutical and educational clients increasing sales by 35% and \$75 million dollars.

EDUCATION and CERTIFICATIONS

Executive Management Program, Winter Park, FL

Rollins College, Roy E. Crummer Graduate School of Business

Bachelor’s Degree, Orlando, FL

University of Central Florida – Business and Science

Certifications: Essentials of Marketing and Leading the Effective Sales Force, Philadelphia, PA

University of Pennsylvania, Wharton School of Business

Certifications: Multiple Domain Approach and Dynamic Management, Chapel Hill, NC Duke

University, Fuqua School of Business

People First Management Course by Jack Lannom

Dale Carnegie- Public Speaking and Sales Management

ORGANIZATIONAL MEMBERSHIPS

Member Florida Hospital Engineer Association

Member International Society of Pharmaceutical Engineers

Orlando Economic Development Commission - Member, Bio-Orlando recruitment committee

Society for Marketing Professional Services (SMPS): Board member for 4 years, active member for 9 years

Leadership Orlando graduate, class number 68

Leadership Orlando Alumni Board Member for term 2007-2009

Orlando Regional Chamber of Commerce

Licensed general aviation pilot