

**CB**

CLIFFORD J. BRODER

973.985.7063
CLIFFBRODER@GMAIL.COM

PROFESSIONAL SUMMARY

Driven business development and digital marketing professional who effectively builds long-term relationships with clients through loyalty while consistently exceeding sales targets

SKILLS

- Revenue and profit maximization
- Business to Business Marketing & Sales Strategy
- Sales pipeline management
- Client satisfaction
- Contract management
- Budget management
- Effective negotiator
- Semi-fluency in French
- Limited fluency in Bahasa Indonesia

EXPERIENCE

CONSULTANT • WALLETRON • MAY 2015 – PRESENT

- Working with Founder and other members of upper management of digital start-up company to initiate commercial relationships inside public utility and financial services industries.

PRESIDENT • NATIONAL TELEWIRE CORPORATION • APRIL 2005 – JULY 2017

- Lead member of executive team in the print/direct mail industry.
- Worked with more than 200 clients, 90% of which are Fortune 500 retail banking, mortgage servicing, auto finance and public utility businesses.
- Created new business plans to increase revenue, profit and improve client relationships.
- Developed and initiated various new services to our marketplace.
- Developed and initiated new business opportunities for existing and new clients.
- Spearheaded expansion and development initiatives.

MARKETING CONSULTANT, WESTERN UNION MAY 1995 – DECEMBER 2003

- Provided industry know how to market to financial services companies in the US.
- Successfully recruited Fortune 500 financial services to become clients.
- Assisted in the deployment of all clients recruited.



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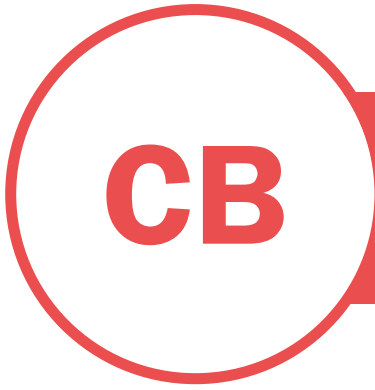
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DIRECTOR OF MARKETING • NATIONAL TELEWIRE CORPORATION • JULY 1988 – APRIL 2005

- Averaged 14% annual increase in sales revenue over 17 years.
- Managed sales and marketing teams.
- Researched clients' business issues and goals to offer appropriate solutions.
- Developed quarterly and annual marketing and sales department budgets.

EDUCATION

MBA • 1987 • BABSON COLLEGE

- Coursework in Business Administration and Management
- Coursework in Marketing and Communications

BA • 1984 • SYRACUSE UNIVERSITY

- Majored in political science
- Spent Junior Year studying in Strasbourg, France – DIPA – Division of International Programs Abroad



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