

# Aperture Aside

Photographer's Web Hub

*funded by Cielos Rojos Photographic Arts*

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Aperture Aside  
Photographer's Journal

## Explore the Many Spokes of our Web Hub

*The Photographers Portal to Sharing, Learning & Connecting*

## **Betsy Haas Resume**

BetsyHaas

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3566 NE Independence Ave, Lee's Summit, MO 64064

### New Business Development

Provided sales leads for VP Sales & CEO through research and cold calling.

Companies include: Owens Corning, Kikkoman International, Reckitt Beckiser, Department 56, Walt Disney World, Kimberly-Clark, Del Monte, Andrew Jergins, Eagle Brand Foods, Dad's Pet Food, Guitar Center, Mar-Mac Wire, Huhtamaki Foodservice, Premium Waters, C & H Sugar, Clorox A&M, Scholastic, Inc.,.

Researched companies across US/Canada; find the decision maker, established relationship with Director or Sr. Level Executives through various research tools.

Qualified then passed the lead or RFP onto VP Sales or CEO.

Penetrated accounts to add multiple contacts in large Corporations.

- Leads varied from \$100,000 to 30 million
- Involved in planning/implementation of Marketing Plan; implemented marketing projects throughout the year.
- Leads have increased revenue

Leads that sold: 25 Million

### Event Planning Experience

- Planned/Executed the KC Call Center Expo held each May.
- Increased vendors from 11 to 25 in 2 years.
- Increased attendance through various communications. Attendees increased from 90 to 250 in 2 years. Managed every aspect of the event.

