

Jane C. Hiatt

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SENIOR SALES AND MARKETING MANAGEMENT

Deeply accomplished and result-driven senior sales and marketing management executive with a consistent documented record of developing new, profitable multimillion-dollar revenue streams and opening many avenues for success. Motivated by internal standards of excellence to overachieve expectations and exceed all set goals. Highly successful driving high-value revenue and profit gains; large scale cost savings and improved organization productivity and performance. Superb change agent with a talent for recruiting and developing other leaders with an equal desire to excel and to win.

Employment History

2001-Present

Coldwell Banker Professionals, Sacramento, CA

Real Estate Agent... "Realtor" *Coldwell Agent ...2005-2006*

Providing real estate services to buyers and sellers in the Sacramento, and surrounding Counties.

Award winning agent, 5 consecutive years Multi-Million Dollar Producer

Excellent and successful marketing strategies including, direct mail, electronic mail and direct contact. Maintaining a carefully organized website. My role has been to assist customers through the decision-making process of buying or selling a home or business. Whatever it might be a new or resale home, income property, second home, vacation home or an investment opportunity I have been there to make a difference each and every time.

By offering the information they need and the guidance that comes from years of business experience. Because the majority of this business stems from repeat and referral clients I have eschewed this one area and it has earned me a number of awards and rewards. Never falling short of great accomplishments starting with my first year in business reaching award status and being named "Rookie of the year". Receiving the highest award through the Coldwell International system each year since.

Constantly undergoing a supplement of professional training to be sure to maintain a fresh approach to business and to stay current on market trends and changes. Armed with patience, great communication skills and a knack for organization and a special marketing idea for the large Hispanic community and first time buyers all lead to one word... success.

Working with the best mortgage lenders in the business assisting my clients in their purchase or in a refinance program, I understand the process completely.

Experience:

Residential Sales, Residential Lease, Multi-Unit Income Property, Commercial Sales and Lease, Vacant Land, Investment Business Opportunity and Corporate Relocation Specialist. Short Sales and Foreclosure Specialist. Property Management Specialist.

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2000-2001

**Trident Leasing Corporation, Citrus Heights, CA
Territory Sales Manager**

Providing lease financing for business equipment, **territory includes Arizona, New Mexico and San Diego.** Specializing in high technology equipment leasing, hospital Imaging and medical equipment leasing.

Responsible for contacting accounts in established database, accounts with a Minimum of 25 million dollars in sales and with a profit balance sheet.

In daily contact with executives in the finance area. Controllers, CFO, V.P. of Finance and Treasurers. Other important contacts were Systems Directors, Directors of MIS and Hospital Administrators and Doctors of Radiology.

Excellent marketing systems with scheduled appointments and frequent visits to area accounts accounted for a successful leasing business. Company leasing packages started at one hundred thousand dollars and up to over five million.

1992-2000

**Roseville Travel & Tours, Roseville, CA and Los Cabos, Mexico
Vice President of Sales and Marketing... International Background**

Destination management company specializing in promotion of Los Cabos, Mexico. Responsibilities include working with meeting planners, corporate officers or their representatives to assist them with their company plans for meetings, group tours, Corporate Conventions, golf and sport fishing private groups.

Sales

Was major contributor to the launch of this company from group zero. Brought in at least 50+ new clients per year, each year resulting in higher revenues each month. Achieved exclusive contracts with 3 of the largest hotels and resorts in Los Cabos.

Established and maintained profitable business relationships with Fortune 500 companies, including, Prudential Insurance, Johnson & Johnson, Mitsubishi Motors, Toyota Motor America, Detchebank, BMW of N.A., Enron Corp, American Express, Motorola, Redbull, Ford Motors, Lincoln Mercury and many others.

Marketing directed to corporations and professional associations, resulting in new clients visiting Los Cabos for site inspections and signed contracts with new clients. Participate in "Senior Slam" golf tournament, working with Jack Nicklaus and event promoters. Company owned and operated charter sport fishing fleet of 12 boats. Located in the Bay of Palmilla, San Jose del Cabo.

Supervised and worked trade shows, designed marketing material and directed and approved booth design. Create and implement distribution of quarterly newsletter, resulting in significant repeat business.

Provided service to group over 1500 guest, often receiving large groups back to back included airline packages with hotel accommodations, ground transportation, golf tournaments, sport fishing tournaments, merchandise and awards.

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1981-1992

**Roseville BMW, Roseville, CA
Sr. Vice President & General Manager**

New car dealership, used cars, complete service and parts department, on site large automobile leasing company. Completely managed all activities within the sales and marketing organization. Recruited, trained and surprised highly skilled sales team. Implemented strong market expansion and sales planning with incentives to fuel business development.

Responsible for daily operations of all departments, sales, customer service, auto service, auto parts, financing, advertising and complete monthly operating statement. Manage 6 department managers and over 200 employees.

First women appointed and approved by manufacture as General Manager of a BMW dealership.

Number one in BMW sales, throughout U.S. and Canada for 5 constructive years, as a result of marketing, media and print advertising and special auto tease programs.

Achieved over \$40 million in credit lines for in house leasing company through banking connections and impressive portfolio, dealership credibility and strong sales performance. Created print ads, TV and radio promotions, marketing materials for direct mail and trade shows.

Education and Associations

Cal State, Los Angeles, CA... Major: Political Science and Marketing
National Automobile Dealer Academy, Virginia
California Real Estate License, Property Management Expert
California Association of Realtors, Sacramento Board of Realtors
National Association of Realtors

Skills Summary

- : Read, write and speak Spanish fluently.
- : International background. Overlooked international office in Mexico.
- : Excel in fast paced, deadline-oriented atmosphere.
- : Excellent communication skills and ability to work cross functionally within an organization.
- : Strong analytical and interpersonal skills, with the ability to multi task.
- : Proficient in Microsoft Office, Power Point and quick to learn in office software systems.

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SALES MANAGEMENT & NEW BUSINESS DEVELOPMENT

Dynamic and results-focused senior sales and marketing leader with a verifiable record of achievement in creating new multi million-dollar revenue streams, resulting in explosive growth and business profitability. Proven competencies in improving organizational productivity through the development and implementation of strategies that foster operating synergies and facilitate lasting and positive change. Recognized for the ability to lead the professional development of diverse individuals and support a team oriented approach predicated on meritocratic principles. Promote a winning attitude and foster accountability to consistently exceed performance goals and expectations. Fluent in written and spoken Spanish. Relevant skills include:

*Consultative Sales Skills • Marketing Program Development • Productivity and Performance Gains
International Business Expertise • Start-up Operations • Staff Training and Development*

HIGHLIGHTS OF RELEVANT EXPERIENCE

As Vice President Sales and Marketing, Roseville Travel & Tours

- **Added significant value in launching this destination management company** specializing in promoting Los Cabos, Mexico. Developed 50+ new clients annually and solidified exclusive contracts with three of the largest hotels and resorts in Los Cabos.
- **Cultivated and maintained relationships with Fortune 500 companies**, including Johnson & Johnson, Deutsche Bank, American Express, Prudential Insurance, Motorola, BMW of North America, among others.
- **Created and launched innovative and compelling marketing programs**, resulting in generating signed contracts with new clients. Worked with Jack Nicklaus and event promoters as part of implementing the 'Senior Slam' golf tournament.
- **Led and participated in tradeshows**, including designing marketing materials and directing booth design. Devised and implemented a quarterly newsletter, successfully generating incremental business.

As Territory Sales Manager, Trident Leasing Corporation

- **Proactively grew the Arizona, New Mexico, and San Diego territory** for this company providing lease financing for business equipment, including high technology leases, and hospital and medical equipment leases.
- **Established and maintained contact with C-level executives and directors**, including finance professionals, hospital administrators, and doctors. Developed business from established accounts producing a minimum of \$25 million in sales.

As Senior Vice President & General Manager, Roseville BMW

- **Spearheaded the development and implementation of creative marketing and sales plans**, resulting in achieving a #1 position in BMW sales throughout the US and Canada for five consecutive years.
- **Achieved in excess of \$40 million in credit lines** for the in-house leasing company through nurturing banking connections, developing an impressive portfolio, leveraging dealership credibility, and demonstrating exceptional sales performance.
- **Selected as the first woman appointed and approved by the manufacturer as general manager** of a BMW dealership.
- **Directed the professional activities of all departments**. Provided operations oversight and managed six direct and 200+ staff in sales, customer service, auto service, auto parts, financing, and advertising.

Continued...

Professional Experience**COLDWELL BANKER PROFESSIONALS - Real Estate Agent, Sacramento, CA** 2001-Present

Recognized as an award winning agent, demonstrating five consecutive years as a multi million-dollar producer providing real estate services to buyers and sellers in the Sacramento, Solano, and Yolo counties. Develop and implement successful marketing strategies, including direct mail, email, and direct client contact. Continuously generate repeat and referral business, resulting in exceptional sales results. Received the highest sales award through the Coldwell Banker international system since tenure.

Work extensively with the Hispanic community. Maintain a thorough market understanding through supplemental training and ongoing research. Leverage comprehensive knowledge of the purchase and sales process to provide added value to a diverse client base. Work with leading mortgage lenders to facilitate residential, commercial, land, and multi-unit income purchases and refinancing activities.

TRIDENT LEASING CORPORATION - Territory Sales Manager, Citrus Heights, CA 2000-2001

Directed the efforts of a three-state territory providing lease financing for business equipment. Developed new and existing business and demonstrated unsurpassed levels of client support. Interacted with customers on an ongoing basis, and served as a committed business partner to sell leasing packages valued between \$100,000 and \$5 million+.

ROSEVILLE TRAVEL & TOURS - VP Sales and Marketing, Roseville, CA / Los Cabos, Mexico 1992-2000

Teamed with meeting planners and corporate officers to assist companies' plan for meetings, group tours, corporate conventions, golf, and sport fishing events. Delivered exceptional service to groups of 1,500+ guests. Applied strong strategic planning and organizational capabilities to handle large groups of travelers. Managed air travel, hotel accommodations, ground transportation, golf and sport fishing tournaments, merchandise, and guest awards.

PREVIOUS EXPERIENCE:**ROSEVILLE BMW - Senior Vice President and General Manager, Roseville, CA**

Recruited, trained and established a highly productive and committed sales team. Drove market expansion through effective sales planning and incentives.

EDUCATION / AFFILIATIONS

CALIFORNIA STATE UNIVERSITY, Los Angeles, CA
Political Science and Marketing

California Real Estate License