|  |  |
| --- | --- |
| Raymond Lord III***Senior Sales Executive*** | **Miami, FL • (607) 725-6330**raylord3@gmail.com [www.linkedin.com/in/raylord3/](http://www.linkedin.com/in/raylord3/)  |

|  |  |  |
| --- | --- | --- |
| PROFILEHighly accomplished business leader with a strong track record of success as a change agent taking operations and sales capabilities to new levels of performance. Excel at building, training, and optimizing the performance of dynamic teams, that exceed organizational and customer expectations. Focused on creating cultures that promote diversity & inclusion, professional development, customer success, and collaboration as keys to achieving operational excellence. Adept at planning and executing strategic projects to drive continuous improvement and boost operational effectiveness, while maximizing revenue and profits. CORE STRENGTHS* Senior-Level Leadership
* Sales & Account Management
* Business Development
* Operations Management
* Lead Generation & Acquisition
* Marketing & Advertising
* Strategic Planning & Analysis
* Competitive Intelligence
* Customer Experience
* Project Management
* Continuous Improvement
* Budgeting & Cost Control
* Team Building & Leadership
* Staff Training & Development
* Performance Management
* Cross-Functional Collaboration
* Creative Problem-Solving
* Negotiation & Persuasion
 |  | PROFESSIONAL EXPERIENCEDOUGLAS ELLIMAN, East Hampton, NY & Remote 2011 – PresentTeam LeadAct as the guiding force behind a skilled, award-winning 10+ member team managing over $170M in contracts and continuing to generate impressive sales within a highly competitive region for one of the largest real estate brokers in the United States. * Deliver the ongoing training, coaching, and mentorship that enables each team member to excel and exceed expectations.
* Instill a collaborative culture encouraging team members to share key insights and best practices to drive the overall team’s success.
* Drive continuous improvement initiatives to achieve operational excellence and increase efficiency, while continuing to adapt strategies to remain in step with ever-evolving market trends.
* Continue to serve as the Voice of the Customer, devising a full lifecycle customer journey map to deliver unparalleled customer experiences, maximizing closing rates and satisfaction.
* Design and adapt high-performance marketing campaigns, which continue to boost brand outreach and market share.
* Personally negotiate/close on over $30M in deals annually to rank among the highest producing real estate brokers companywide.
* Ranked a Top Producer seven straight years from 2015 to 2021 and expected again in 2022.

***Team Honors & Awards**** Honored by the company for the team being among the Top 17% of companywide teams in 2020 and 2021.
* Earned a Gold Award in January 2017.
* #1 Team in terms of units sold in January 2014.
* #4 Team per Gross Commission Income (GCI) Hamptons Region in January 2014.
* #5 Team in GCI Hamptons Region in January 2013.
* #4 Team Transactions Hamptons Region, January 2013.

KOCOMO, Miami, FL 2022ManagerBuilt the sales organization from the ground up, including designing a powerful training program, introducing best practices, and devising strategies to catalyze ongoing sales growth.* Crafted HubSpot reports highlighting deal flows, key performance indicators (KPI), and leads for team members.
* Trained team members on best sales and customer success practices to ensure clients were afforded a best-in-class buying experience.
* Carefully tracked/managed all new and upcoming market inventory, while advising on new acquisition targets.
 |

PACASO, Miami, FL 2021 – 2022

Market Principal

Led a high-performance real estate team focused on clients buying second homes and opened up the territory for Pacaso, closing on the first deals across the region.

* Assumed full ownership of planning/launching dynamic market events showcasing new inventory.
* Built a strong network of real estate contacts and leveraged the network to drive marketing outreach.
* Utilized Salesforce as the enterprise sales management solution to generate KPI reports

RICHFORD TASTEE TREAT, Richford, NY 2019 – 2020

Head of Operations & Business Development

Made a powerful impact on the operational capabilities and effectiveness of the company, while spearheading ongoing business development initiatives to drive growth.

* Completely transformed the overall operational framework leveraging expertise in Six Sigma principles and rolled out a new ordering system, dramatically improving performance, with revenue jumping 120%.

EDUCATION

Bachelor of Science in Business Administration, State University of New York at Geneseo

PROFESSIONAL CERTIFICATIONS

Licensed Real Estate Broker/Sales Agent, New York Department of State

HONORS & AWARDS

30 Under 30 Class of 2017, Realtor Magazine

Top 20 Under 40 Rising Stars, Long Island Board of Realtors Young Professionals Network, 2014

VOLUNTEER AFFILIATIONS

Advisory Board Member, 100cameras, Inc.

Host Committee Member, Lambda Legal

LANGUAGES

English (Native), Spanish (Advanced Proficiency)