

# Martin Cane

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## SALES & BUSINESS MANAGEMENT

*Director / Vice President / Sales & Business Manager / Territory & Regional Manager*

**Successful career leading business and sales activities** through various markets and transition cycles. Consistently successful at identifying, driving and capitalizing on opportunities to increase revenue and profit. Excellent presentation skills; team player.

Highly focused and consistent professional with a disciplined work ethic possessing a genuine commitment of personal responsibility and integrity. **Creative, confident and motivated Executive with 18 years experience** building new markets, driving revenue growth and improving competitive market positioning.

Strong business administrative, P&L management and staff leadership success. **Stellar track record, consistently outselling market competition**, and capturing key accounts. Consistently achieve and exceed sales goals and quotas by identifying new and untapped markets for sales penetration.

Computer skills include *Microsoft Professional Office Suite (Word & PowerPoint)*, *email* and *Internet*. Demonstrated success in:

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### **Areas of Expertise:**

- Sales Team Management
  - Customer Relationship Management
  - Leadership/Teambuilding/Mentoring
  - Industrial/Chemical Sales
  - Business Development
  - Negotiation/Arbitration Skills
  - Market Development/Penetration
  - Strategic & Business Planning
  - Problem Identification/Decision-Making
  - Sales/Account Management
  - Service Management
  - Product Knowledge
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## Professional Experience

### **CLEANCO (1984 to Present)**

*Cleanco with \$3B+ in annual revenues is a public company and leading global developer/marketer of premium cleaning, sanitizing, pest elimination, maintenance and repair products and services for the world's hospitality, institutional and industrial markets; operating in 75 countries with 14K staff.*

**Assistant Vice President – Corporate Accounts – New Jersey (1997 to Present)**

**District Manager – South District – New Jersey (1994 to 1997)**

**Regional Manager - Textile Care Division – New York (1992 to 1994)**

**District Manager – New York (1990 to 1992)**

**Territory Manager – New York (1984 to 1990)**

Challenged to manage all operations including sales team development and management; fostering business growth. Skilled in one-on-one client relationship building, presentations, and negotiations. Develop sales goals, advertising, promotional and marketing strategies; analyze and forecast sales by product and geographic territory. Interact with multi-unit food service chains, hospitality and healthcare by marketing and selling several key competitive chains.

### **Key achievements:**

- Grew contract business to \$25M sales annually; reduced receivables for 3 fiscal years. Exceeded pricing plan for 3 straight years improving operating income profitability.
- Turned around unprofitable contracts from -30% to +5% operating income; repeatedly took large contracts from negative to positive sales positions.
- Consistently exceeds sales budget with highest sales dollar increase per sales budget percentage.
- Achieved level of top 1% of all positions within organization.
- Promoted to establish new sales region and division.
- Increased sales by \$1M within district; never repeated.
- National District Manager of the year 1997, rated #4 for national sales in 1996, and Territory Manager of the Year for District for 1990.

## Education/Training

**BS** in Business Management, *Monmouth University*