

Jon Eric Sooy

Sales and Marketing Executive

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Accomplished, results-oriented sales and marketing professional with proven success in developing and executing programs that coincide with strategic objectives. Skilled in managing sales and marketing programs, cross-functional teams, while developing and leveraging technology. Demonstrated success driving growth in targeted markets through implementation of key projects. Solid leadership skills; able to build and guide top-performing sales and marketing teams. Adept at communicating with management, vendors, and internal departments to coordinate overall marketing efforts. Additional capabilities include:

Strategic Planning and Execution | Innovator & Technology Steward
Strong Leader Who Fosters Excellence | Team Building & Management

Career Accomplishments

Responsible for developing, implementing, and maintaining a proprietary on-line supply chain management system, GPnet™ for a high-performing Business Solutions Provider.

Directly responsible for Strategic Planning and Execution for entire firm. Implemented the Sales Internship Program that attracted a youthful and forward thinking sales individuals that resulted in 8 million dollars in sales over 6 years.

As VP of Sales and Marketing, I was directly responsible for dramatically growing the company's sales from 3 to 11 million dollars. Fiscal 2011 will likely exceed 15 million.

Professional Experience

Golden Pacific Systems, Inc. – Rohnert Park, CA

Golden Pacific is an 11.2 million dollar high tech supply chain management firm specializing in building online systems for companies with multiple locations.

Vice President, Sales and Marketing | November 2000 - Present

BroadVision Marketing – Petaluma, CA

BroadVision is a marketing firm specializing in strategic planning, direct mail and social media.

Consultant & Creative Director | April 2007 - December 2010

Sooy, Inc. – Belmont, CA

Sooy, Inc. was an automotive services company with three locations.

Vice President | September 1996 - August 2000

Expertees – Hayward, CA

Expertees was a manufacturer of printed apparel specializing in high-end full color work for the technology sector in Silicon Valley.

Director of Operations | August 1993 - September 1996

Expressions Sportswear/LaCrosse Mfg. – Fremont, CA

Graphic Designer | September 1989 - August 1993

Education and Credentials

Bachelor's Degree in Fine Arts • University of San Jose State | 1991

Board of Director, Sonoma State University Career Center | 2010-Present

Member, National Restaurant Association | 2007-Present

Member, California Restaurant Association | 2004-Present

Member, International Franchise Association | 2007-Present

Member, Sonoma County Alliance | 2010-Present

Boy Scouts of America, Eagle Scout | 1982