

YASIN SHUMAN

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SALES MANAGEMENT

Progressive, successful experience in sales and account management with an emphasis in planning and driving small businesses to profitability. Proven track record of exceeding sales goals, penetrating new markets, and turning around under-performing territories. Congenial personality: easily establish rapport, ask for orders, negotiate and close deals. Keen understanding of the economics involved in competitive and fluctuating markets. Highly adept at identifying, implementing, and leading improvements that dramatically boost revenue—and increase brand profile. Seamlessly integrates market research, consultative sales approach financial smarts, new-product knowledge, and business vision. Exceptional networker with a rolodex of industry contacts. Quick learner: always hit the ground running, and take minimal time to acclimate and perform.

*Consultative / Solution Sales ♦ Business Development ♦ Lead Generation & Qualification ♦ Dealer Relations
Channel Development ♦ Turnaround Management ♦ Marketing ♦ Staff Management and Training ♦ New Product Launches
Negotiation ♦ Import / Export ♦ Business Planning ♦ Client Relationship Management ♦ Negotiation
Market Research & Positioning ♦ Demand Forecasting ♦ Customer Acquisition & Retention ♦ Sales Cycle Management*

CAREER HISTORY

Founder / Sales Manager, [Buzzy](#), San Francisco; 9/17 - present

Planned and launched a cloud-based software provider that provides location based marketing tools and beacons.

- Created a scalable program that sends push notifications via Bluetooth and Wi-Fi to all nearby phones up to 1 mile away.
- Wrote all software for the project
- Designed and outsourced manufacturing of beacons to overseas third party manufacturer.

Founder / Sales Manager, [Loyal Loops](#), loyalloops.com; 1/15 - present

Planned and launched a cloud-based software provider that concentrates on providing retailers with easy-to-manage customer and loyalty rewards programs.

- Created a scalable program that easily integrates into the merchant's POS system, providing easy data analysis concerning customer purchasing preferences.
- Opened 850+ new merchant accounts through effective consultative approach and fundamental management of the sales cycle.
- Negotiated relationships and revenue splits with VeriFone, Oracle, Revel, Poynt and Clover.

Chief Business Development Officer, Apex Transit Solutions, Cleveland, OH; 5/13 – 9/14

Built the sales and marketing function for a provider of non-emergency medical transportation to community residents. Created partnerships with medical centers, doctor's offices and community organizations in order to identify consumers in need of transport.

- Grew the organization to the largest provider of non-emergency transportation services in Ohio.
- Developed relationships with Ohio's leading nursing home and hospital systems.

Chief Financial Officer, MZM Transport dba MedXpress, Cleveland, OH; 5/12 – 4/13

Recruited to manage all fiscal and operational controls for a transportation company that offers medical transportation services.

- Restructured the businesses monthly reporting processes, ensuring improved financial accountability for internal staff as well as for company investors.
- Led business development efforts, negotiating terms and conditions with fleet maintenance companies, banks and property managers.

Sales and Marketing Manager, MYCityLive TV, Pittsburgh, PA; 12/09 – 11/11

Planned and initiated all sales and marketing initiatives for a regional television show that focused on news, events and features of interest to local residents.

- Drafted campaigns targeting local sponsors that resulted in revenue growth of 15%+ for three (3) consecutive seasons.
- Identified business development relationships, negotiating new syndication deals that yield a 250% return on investment.
- Created a new revenue opportunity through the sale of stock footage, adding \$1.2 million to top line revenue.
- Recruited local and national celebrities for special marketing promotions.

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Owner, Shuman Markets, Pittsburgh, PA; 1/98 – 12/09

As a full-time manager of the family consulting practice that specialized in providing sales, marketing, operations and general business management to start-up organizations and sole proprietorships with roots in the retail sector.

- Develops business plans that encompass financial controls, inventory management, market research, payroll / staffing, product selection and go-to-market strategies.
- As an arm of the consulting practice, launched an independent retail convenience store chain that expanded into nine (12) Pittsburgh-area locations.
- Negotiated terms and conditions with vendors, landlords and service providers.
- Assist organizations with startup business plan development, concept development, sales/marketing support, inventory management, sourcing and lease negotiations.
- Organized and managed a small business buyers coop in order to gain economies of scale on product purchases.
- Facilitated the sales of the consulting firm, including the convenience store business unit at a substantial profit. Stayed on with the buyer to ensure a seamless transition.

Owner, Fast Link Communications, Pittsburgh, PA; 1996 - 2004

Drafted and introduced the business plan for the launch of a retail store front focused on providing consumers with wireless telecommunications products and service to businesses and consumers in the Pittsburgh market.

- Developed and implemented sales/marketing and operational plans allowing for expansion to 19 stand-alone locations that produced \$3.8M+ in top line revenue per location per year.
- Established a strategic partnership with AT&T that entailed market research and the rollout of prepaid wireless services to business and consumers in the local market. Negotiated business development deals with DISH Network and Cricket Communications for flat rate phone services and customer care initiatives (call center and installation).
- Researched, sourced and purchased a custom software point-of-sale and inventory tracking system valued at \$150K that was used to manage sales, costs and inventory control.
- Trained and managed 60+ manager's / retail sales associates.

EDUCATION

BA in International Relations, Business and Economics, Cleveland State University, Cleveland, OH