

## PATRICK HADDAD

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### SUMMARY

Accomplished, result-driven sales professional who is experienced in discovery and development of strategic deals from inception to closure. Exceptional interpersonal capabilities; cultivating relationships with clients and business owners.

### QUALIFICATION HIGHLIGHTS

- Account Prospecting
- New Leads discovery & Upselling
- Contract negotiator
- Value added solution
- Market research expertise
- Target/Quota Attainment

### EXPERIENCE

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**GLEAMOL INC-** Hanover, MD  
GENERAL MANAGER (Outside Sales B2B)

Oct. 2012 to January 2022

- Sold Janitorial products to wholesale distributors and restaurants.
- Discovered and drove greenfield/new sales opportunities from inception to closure.
- Identified and qualified prospective commercial customers and advanced them through the sales cycle.
- Found and grew a channel of 500 restaurants & commercial companies in the DMV region.
- Created a marketing strategy to expand clients' base.
- Built and maintained top customer satisfaction, that lead to many clients' referrals.
- Participated in the development, presentation, and sales of a value proposition.
- Surpassed targeted sales goals by 10% or more nearly every month.

**ODDS & ENDS**- Hanover, MD  
GENERAL MANAGER / OWNER (Wholesale Distribution)

Sept. 2008 to February 2012

- Attended trade shows and sales conferences to maintain up-to-date knowledge of demand on merchandise.
- Performed comprehensive market research on products and local businesses.
- Developed new marketing strategies and guidelines to identify new clients and increase sales.
- Traveled abroad searching for new merchandise.
- Closed net new sales for \$750 K, in two years.

**T-MOBILE**- College Park, MD  
DISTRICT SALES MANAGER (B2B)

April 2004 to July 2008

- Sold VPN software for audio & video conferencing.
- Competitively prospected new business in local and regional territories.
- Used networking opportunities to create successful, on-going business relationships.
- Ranked in top 5% out of 195 sales representatives in DMV region.
- Awarded for achieving most net new deals; 2 years in the row.

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## EDUCATION

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University of Massachusetts, Lowell  
Business Management

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## Skills

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Trilingual- English, Arabic & Spanish