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BAC-4445

Board Name	Denver African American Commission	Status	In Process
Salutation		Type	Appointment
First Name	Melanie	Preferred Email	melrowill@gmail.com
Last Name	Williams	Other Email	melrowill@gmail.com
Contact Name	Melanie Williams	Preferred Phone	7202540415
Middle Name		Other Phone	
MMAC Trans. Mode Group			
Other boards or commissions served			

Work and Home Address

Work Address	1340 Magnolia Street	Home Address	1340 Magnolia Street
Work City	Denver	Home City	Denver
Work State	CO	Home State	CO
Work Zip	80220	Home Zip	80220

Additional Information

Are you a registered voter?	Yes	Gender	Female
If so, what county?	Denver	Other Gender	
Denver City Council District No	5	Race/Ethnicity	African American
Occupation/Employer	Edward Jones	Other Ethnicity	
		Objection to appointment?	No
		Special Information	

Reference Details

Reference Name #1	Heather Hanami	Reference Email #1	hh10801@gmail.com
Reference Phone #1	7046088332		
Reference Name #2	Paul Jackson	Reference Email #2	paul.jackson@icloud.com
Reference Phone #2	3038899672		
Reference Name #3	Scott Esserman	Reference Email #3	sdesserman@gmail.com
Reference Phone #3	3039092493		
Owner	Denver Integration	Created By	Denver Integration, 11/19/2018 12:22 AM

Melanie Williams

Phone: 720-254-0415 • E-Mail: melrowill@gmail.com • Denver, CO

Executed deals through complex sales cycles, including contract and procurement negotiations. Uncovered key business issues with customers through a challenger, consultative style of questioning, and lead them to discover ROI, and payoffs for account penetration and growth. Identified and defined targeted marketing campaigns/programs, including field-marketing events as well as phone and email based campaigns. Performed territory management through developing and maintaining Account Plans for the team. While in this role, I witnessed and significantly contributed to my region going from a developing territory to a high performance, consistently over-achieving sales targets territory/team. Contributed to a successful IPO.

Highlights:

- ❖ Sales Club 2011 recipient – Qualified with 115% team based achievement while being a member down for three quarters, which carried 50% of our team quota. Individual achievement, 160% of target goal.
- ❖ Territory Manager of the quarter, highlighting strong leadership abilities during transition times for the team.
- ❖ 108% product booking goals for 2012.

Europe, Middle East, and Asia Account Manager

Managed all aspects of building and maintaining a sales pipeline for the EMEA region. Worked in U.S. headquarters as the liaison between U.S. and United Kingdom office. Core activities included closing small/medium size opportunities and renewals for Rally's sales organization, creating and executing campaigns targeting prospects; establish and manage account penetration plans; maintaining positive customer relations; strategically planning with the marketing department to build campaigns for brand awareness and lead generation, networking and using a Salesforce.com automation tools to manage regional sales activity. I received Account Manager of the quarter award while in this role.

Highlights:

- ❖ Hit 100% of expansion targets
- ❖ Inspired the company to hire double the staff in this new market for the subsequent year.
- ❖ Achieved Account Manager of the Quarter while in the role,
- ❖ Received executive validation of a successful expansion project.

Lead Qualification Rep

Governed the early stages of the sales process through prospect selection, cold calling, activity tracking, and reporting. I accomplished this by qualifying needs and professionally articulating Rally's value proposition, properly categorizing leads/accounts, recording leads in Salesforce.com, and applied persistence criteria in my follow-up. Effective discovery calling, moving opportunities forward and vigorous outbound call campaigns were all critical factors in my success. Promoted to Account Manager from this role.

September 2007- December 2009- Hewlett-Packard, Littleton, CO

Sales Development Representative

Initiated sales activities for the HP Software organization by providing lead generation and strategic analysis of accounts. This account penetration was often carried out through aggressive telesales and e-mail marketing campaigns. Internal and external networking, prioritizing, multi-tasking, and research were key elements in my success. I exceeded my annual goals throughout my career at HP. Additionally; I encompassed a high level understanding of all divisions within the HP software organization to ensure the complete satisfaction of a customer experience understanding that I was the initial ambassador for the organization. Consistent 125% of goals.

Education

University of Westminster, London, England, 2005-2007, Globalization, Development, and Transition ~ Post Graduate Certificate received 2007

University of North Carolina at Charlotte, Charlotte, North Carolina, 1999-2003, Bachelor of Arts in Communication Studies

Kingston University, Kingston, England, 2001-2002, Exchange Program

Achievements

Sales Club winner 2011/Territory Manager of the Quarter 2011/Account Manager of the Quarter 2009

Phi Beta Delta Honor Society & Golden Key International Honor Society

RingCentral Women's Leadership Council

Expertise

I have a proven track record of leadership success, collaboration, and a tenacious sales acumen. This is evident in my business development success, contributing to two successful business IPO's, and one profitable acquisition. My passion is financial excellence through financial literacy and strategic execution. I am a highly motivated, and innovative contributor, who is focused on the big picture, health of the organization, delivering impactful results, and delighting my clients!

Experience

Nov 2017 – Present, Edward Jones

Financial Advisor

Provide clients with a complete, tailored strategy, to help them achieve and exceed their financial goals. Encourage and foster a long-term view with regard to their complete portfolio of assets and measurement of success. This is accomplished by finding out what is most important to my clients, building trust through mutual accountability, utilizing an established process with proven results, and collaborating with them to develop a positive legacy.

Licenses: Series 7, Series 66, and Insurance License.

April 2015 – September 2016, Ping Identity

Senior Manager, Sales Development

Implemented a Sales Development program, which employed a three-pronged model that focused on foundation, engagement, and output. The foundation entailed hiring, coaching, and growing a team of Sales Development Representatives (SDR) to create Enterprise pipeline. Engagement consisted of creating a feedback loop with sales and marketing that drove strategic frontline messaging, increased lead conversion, which maximized the overall health of the pipeline. Output embodied measuring and scaling predictable outcomes. Promoted team members to direct and renewal sales positions. Contributed to a successful private equity acquisition.

Highlights:

- ❖ YOY pipeline growth 112%
- ❖ Scaled SDR team globally
- ❖ Implemented a training program, leveraged for sales.
- ❖ Established SDR Leadership Council

February 2013 – March 2015, RingCentral

Manager, Sales Development

Hired, developed, and scaled a team of seventeen Sales Development Representatives (SDR) to meet and exceed goals, inspiring global expansion of the SDRs. Motivated team to exceed objectives tripling the pipeline and incremental revenue contributed by the SDR team. Worked with the marketing team to maximize lead conversion, enhance lead quality, and optimize nurture campaigns in an effort to produce the highest pipeline contribution. Formed a specialized training plan for onboarding and continuous development. Generated resources such as playbooks and coaching guides. Assembled a leadership council within the team to encourage extra responsibility and foster competitive differentiation when the team members pursue future sales goals. Effectively built a bench for Sales Account Executives. Contributed to a successful IPO.

Highlights:

- ❖ Tripled the SDR team
- ❖ Tripled the revenue contributed by the SDR team.
- ❖ Strategized headcount based on SDR Capacity Calculator
- ❖ Promoted eight people into sales who are top performers as Account Executives.

January 2009 – February 2013, Rally Software Development Corp.

Territory Manager