

Daniel G. Stock

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Summary

Enthusiastic and detail-oriented individual with strong *sales, business development*, marketing and management skills is seeking a home with an organization that would benefit from visible achievements in revenue, growth, and leadership.

Skills

- Successful track-record of *sales and business development practices*, with a proven history of interaction in private business and consumer sectors.
- Strong marketing and sales ability with a proven history of accomplishment for *improving revenue* through effective targeted messaging and contract negotiation.
- Solid management skills with an effective combination of balancing multiple priorities and innovative strategies to *continually meet and exceed the organizations' objectives*.
- At ease working with Senior Level Business Executives and Professional Individuals
- An "Outside-of-the-Box" strategic thinker...with an eye toward sound business judgment.
- Complete knowledge of sales best practices, marketing, media relations and corporate relations.
- Computer literate in dozens of programs, including MS Office (Word, Excel, Power Point, Access, Outlook), ACT, Goldmine and many others.

Work History

July 2004
to
present

Corporate Rain Makers

Las Vegas, NV

Managing Partner

Operate a Las Vegas-based consulting firm specializing in *sales and sales training, business development*, brand development, product launches, on-line and off-line media advertising and marketing. Responsibilities include securing high level contracts and seeking the endorsement of key accounts from large corporations, associations and Board of Directors using significant recruiting and sales training skills and persuasion skills.

May 2006
to
August 2006

Nevada Family Magazine

Las Vegas, NV

Vice President – Business Development

Temporary position to handle all aspects of a successful regional magazine, including new business development, sales management, training, advertiser relations, direct marketing, special events, corporate sponsored events, web development, public and community relations.

June 2002
to
January 2004

Las Vegas Magazine

Las Vegas, NV

Vice President – Marketing & Business Development

Handled *sales and marketing and business development* for a popular regional magazine. Aggressively created relationships to increase the revenue, distribution and value of the brand. Organized multiple products and sponsorship opportunities for advertisers, including special advertiser sections and events.

July 1999
to
May 2002

The Ashley Group (Reed Business Information)

Las Vegas, NV

Director of Business Development

Directed the overall sales, growth and course of the Las Vegas Home Book and the Las Vegas Design Book – two "coffee-table" stylebooks targeting affluent Las Vegas homeowners. Oversaw the direction of marketing and public relations, *developed and exceeded sales targets*, created press releases for the media, pointed editorial content, advertiser artwork, scheduling, printing, distribution and circulation.

January 1992
to
June 1999

Exponential Magazine

Birmingham, AL

President - CEO

Founded a major trade publication to the tradeshow and event industry. Handled all aspects as publisher, including *solicitation and procurement of new sales*, business development, sales training, editorial content development, creative design, scheduling, design, distribution, circulation, and public relations.

Education
1982 - 1985

California State University at Los Angeles

Los Angeles, CA

Numerous Trade, Professional & Personal References Made Available Upon Request