

Jennifer Kennedy-Lockenvitz

SALES LEADERSHIP

Profile

Solutions-oriented business professional with 6+ years of success and over **\$2.5M in revenue generated**. Possessing **unique expertise in the law enforcement and government agencies industry**, blended with a background in technical support and financial services. Tenacious in building new business, developing customer loyalty, and forging strong relationships with external business partners. **Consistent track record of overachieving quotas: 105% in 2022; 105% in 2021; 118% in 2020**. Known for fostering authentic connections while providing the highest level of service, quality, and innovation.

Professional Skills

Leadership

- **Expertise in directing teams to set and achieve sales goals; generated over \$1.7M in revenue in 3 years; met and exceeded quarterly and annual sales goals by more than 10%**
- **Led transition of administrative and financial infrastructures** to in-house functions (payroll, quarterly tax filing, account reconciliation, employee benefits), **saving up to \$8k annually**
- **Advance business efficiency by developing and enhancing systems and digital processes** (bookkeeping, data management, internal and vendor governance, shipping logistics); **improved workflow by 15%, saving an average of 20 hours/week**
- **Innovate and execute high-impact action plans** with strategic milestones to optimize business outcomes; **improved KPIs 20%** in first 12 months by integrating technology to increase client engagement, **achieved 15% ROI**
- **Design and implement multi-tier workflows** to expedite key aspects of operation; **completed NYSE data migration project 2 months ahead of schedule, contributing to approximately \$20k in net cost savings**
- **Leverage relational skills and product knowledge** to deliver sales presentations to leaders in the law enforcement and government agencies industry; **gained NYPD as a customized unit client; increasing market share on East Coast by 6%**

Business Operations

- Oversee business development initiatives, accurately forecast, and manage annual sales target
- **Provide advanced organizational, analytical, and problem-solving skills**; migrated systems to a cloud setting allowing **100% remote database access and 24-hour technical support**
- Proactively suggest solutions, training programs, productivity initiatives, technologies, support tools, and territory planning proposals to optimize team performance; **boosted territory profitability and exceeded sales goals by 12%** in 24 months
- **Develop key strategies to support cost reduction; led sourcing initiative and negotiated pricing** resulting in **higher-quality deliverable at 59.7% of the original investment** (\$1.34 reduced to \$0.54)
- **Manage and set sales targets for a 7-member team**, provide training on current market trends, gaining buy-in from leads, closing the deal

Client Relations

- **Develop deep understanding of customer's business objectives and related KPI's**; execute success plans that outline how their critical needs will be met, including metrics for achievement; **increased new clientele by 17%** over 5 years while serving as primary contact for **800+ accounts**
- **Build solid client base** by systematically establishing genuine rapport with gatekeepers to gain trust and secure access to senior executives and other decision makers; **invited to tour NYPD fleet location after securing NYPD contract**
- **Inspire customer loyalty and repeat business** by initiating contact to review needs/concerns and actively update clients on how product will continue to support their business goals; **grew client retention by 28%** in 5 years
- Establish rapport with prospects, ask relevant questions to create sense of urgency in the qualification process, manage client inquiries, and deliver value justification benefit statements

Sales

- **Drive results using solid business acumen** and ability to quickly learn internal controls and processes; **meet 100% of monthly quotas** for meetings booked and opportunities created for **18 months**, consecutively
- **Build and execute extensive growth strategies** (including outbound sales calls, scheduling in-person and virtual meetings, demonstrations, and presentations) to maximize revenue and exceed corporate goals; **increased sales in assigned territory by 8%** in the first year

Details

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Expertise

Master Relationship-Builder

Inclusive Leadership

Outward-Thinking Initiatives

Superior Client Relations

Client Acquisition & Retention

Systems Improvement

Process Efficiency

Budget Forecasting | Risk Assessment

Contract Negotiations

Product Knowledge

Engagement Strategies

Public Relations

Team-Focused Collaboration

Emotional Intelligence

Articulate Communicator

Proactive Problem-Solving

Focused | Strategic | Patient

Detail-Oriented | Adaptable

- **Pinpoint sales opportunities** and targeted client prospects, achieved a **close rate of 25%**, which **exceeded expectations by 10%**
- **Develop differentiated sales approaches** to meet a broad range of customer needs; **average 57 new customers per year**
- **Take full ownership of inbound client requests** and bring **100% to a successful resolution**

Marketing | Content Design

- **Design and launch branding and social media presence** to expand product awareness; **grew LinkedIn followers by 36.7%** in previous 30 days
- **Optimize public relations and community outreach efforts**; represent organization at **6-10 trade shows** and industry events annually
- **Generate strategic lead generation communications and events**, including promotional materials, email campaigns, informative workshops, and regional trade shows

Collaboration

- Partner with teammates cross-functionally to manage brand, identify key players, and coordinate actions
- Support marketing, sales, and product management to align business objectives
- Work closely with sales support personnel, including customer success, SMEs, and management resources; regularly partner with engineer team to customize client requests

Interpersonal | Communication

- Articulate and strategic communicator; talent for engaging an audience and expressing ideas with clarity
- Listen and communicate effectively with diverse populations
- Maintain positive relationships with stakeholders within all levels of the organization by encouraging open communication
- Positively represent organization while working with potential clients, personnel, and outside agencies
- Ability to work independently and prioritize tasks; eager to learn, adapt, and implement feedback with a humble spirit

Organization

- Use proprietary software (including Salesforce) to **track and support sales progress, team assignments, data collection, reporting** and manage over **800 client accounts**
- Analyze and identify data trends for accuracy, continuous improvement, and system implementation
- Maintain thorough accuracy of all daily, weekly, and quarterly sales goals, quotas, and reports
- Manage schedules and respond to shifting priorities to maximize business impact
- Acutely attend to details and adhere to deadlines

Achievements

- Promote financial literacy and equitable services as **Co-Chair for Money Smart Week**; coordinated and directed **full life cycle development of 10 large-scale collaborative events**, including project scope and sequence, objectives, scheduling, entertainment, advertisement, vendor management, and donations
- **Secured \$18k, 100% forgiven** small business government funding grant, **allowed full operation of business** during COVID pandemic
- Donated **50+** volunteer hours to mentoring emerging leaders and community outreach
- Recognized by key stakeholders for outstanding performance, positive disposition, and exceptional work ethic

Certifications

Notary | 2018, State of Illinois

Health & Life Insurance | 2013, State of Illinois

Income Tax Preparation | 2016, The Income Tax School

Employment History

Regional Sales Manager, Evidence IQ, Lemont, IL

2023 — PRESENT

Vice President of Operations, Secure-Idle, Saybrook, IL

2017 — 2023

Director of Client Relations, McBeath Financial Group, Normal, IL

Agile Mindset

Technical Skills

CRM | Salesforce

Microsoft Office | Google Suite

Database | Order Management

QuickBooks | Thomson Ultra Tax

Education

BS, Operations & Information Management
Northern Illinois University

2013 — 2017

Sales & HR Account Manager, Ranstad, Bloomington, IL

2012 — 2013

Technical Operations Manager, Cantor Fitzgerald, New York, NY

2007 — 2008

Assistant Vice President, Thomas TradeWeb, Jersey City, NJ

MARCH 2007 — JULY 2007

Other Professional Experience

Account Manager at NYFIX, New York, NY | 2005-2007

Operations Manager at Scholastic Entertainment, New York, NY | 2004-2005

Technical Account Manager at United Center, Chicago, IL | 2003-2004

IT Consultant at Century 21, Chicago, IL | 2003-2004