



DEREK J COX

Business Development Specialist



239-234-9161



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www.VPofSalesOptimization.com



Marco Island, FL 34145

PASSIONS

Success through Growth
Thinking "Outside the Box"
Efficiency via Technology

EDUCATION

UW of Milwaukee
Business
Milwaukee, WI - 1987

LICENSES

LCAM
Realtor®

EXPERTISE

Optimization of Systems
Digital Marketing
Cross Platform Macros

SOCIAL



Experience

2018 - Present

Sandcastle - Associa | Naples, FL

Business Development Manager

Earned the "Rookie of the Year" Award and continually rank in the Top 5 BDMS companywide. In 2023, Sandcastle led Associa in gross growth percentage.

2013 - 2018

Inspired Living | Marco Island, FL

Owner Publisher

Oversaw the creation and production of a print magazine, digital marketing service, and social media management for clients. Grew circulation to 20,000.

2008 - 2013

Star Sensor Technology | Naples, FL

Regional Manager

Increased Team's b2b sales within the Florida territory by 275%. This was achieved using a consultative method with owners and C-level executives.

2000 - 2008

Destiny Mortgage | Brookfield, WI

Owner Broker

Successfully managed brokerage operations. Supervised twelve employees, lender relations, computer and software implementation, and marketing.

1992 - 2000

Greenfield Fire Dept | Greenfield, WI

Firefighter / Paramedic

Responded to life-threatening emergencies. Oversaw and coordinated on-scene efforts and delegated tasks to multiple agencies within the county.

References

Leslie Baldwin 

Vice President, Blue Stream Fiber

I have witnessed Derek's outstanding contributions firsthand, and I highly recommend him for this position. His ability to blend sales expertise with technological proficiency resulted in impressive revenue growth and significant improvements in company systems and procedures.

Damian Schaeffer 

Branch President, Sandcastle

"Derek has not only overachieved in his sales role, but he has also volunteered to assist our Operations. He has run our Onboarding Process, upgraded our internal processes, and been an instrumental part of our Executive Team. I can't think of a better role for Derek than this position."