

David L. Worman

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Summary Profile

Disciplined, successful leader presenting 20+ year career in Call Center leadership with strong emphasis on operations management, inbound/outbound telesales, direct mail campaigns, customer service, business growth/development strategies, and personnel training, coaching and development including executive positions in both business to business and business to consumer customer service and telesales Call Center environments.

Receives international recognition and visibility as a respected industry speaker/presenter, columnist, and author of two books on Call Center employee motivation. Achieved a solid record of measurable performance through proven leadership strategies and interpersonal skills.

Professional History

MICROBILT CORPORATION Kennesaw, Georgia
SVP of Sales and Call Center Operations

8/07-11/07

A division of Bristol Investments, Ltd., Microbilt Corporation is the single source and preferred provider of decision critical information to businesses in the small to medium enterprise marketplace. Microbilt also provides online access to consumer and commercial credit bureau data with automated decision and collection services and also offers additional data reports at www.microbilt.com or through a direct interface.

Reporting to the President and CEO, responsible for directing and leading all functional activities and personnel related to sales, including inbound/outbound telesales, lead generation, and customer relationship management.

- Developed and implemented new strategic team reorganization to include call target specificity for both SME (small/medium enterprises) and national LVA (large volume accounts).
- Designed and developed new sales plan to include changing call objectives and strategies from targeting only new business acquisition to growing incremental revenue through a combination of current customer wallet share and new business acquisition.
- Reviewed, revised and executed new compensation structure for all divisional personnel.
- Evaluated and directed realignment of call program duties/responsibilities for CRM (Customer Relationship Manager) team.
- Created and implemented strategic internal lead generation program for support of the SME (small/medium enterprise) sales Account Manager team.
- Reviewed and evaluated current initial/ongoing training programs and executed necessary improvements for increased efficiencies and impact.
- Developed and implemented structured employee recognition programs designed for

motivational impact and increased performance/productivity.

***PRIVATE CONSULTING**

9/06-8/07

SAKS INCORPORATED Jackson, Mississippi

3/04-8/06

Director of Call Center Training, Emp. Development and Quality Assurance

A \$5+ billion company that includes Saks Fifth Avenue Enterprises and 300+ additional luxury retail stores with 55,000 associates with headquarters at the National Operations Center in Jackson, Mississippi. In alliance with the world's third largest financial institution, HSBC, the Credit Operations call center supported 5 million private label credit card customers and \$3.2 billion in annual credit card sales.

Reporting to the Vice President of Credit Operations, responsible for all Call Center recruiting, training, employee development and quality assurance initiatives within the 400+ seat, 24/7 Credit Support Division at the National Operations Center. The Credit Division consists of all operational functions supporting company store private label credit cards, customer service, new customer acquisition and account authorization.

- Defined, designed, coordinated and facilitated complete reorganization and combination of training and quality assurance departments into one Employee Development Center to support all outbound/inbound Call Center initiatives.
- Designed, developed, implemented and presented a series of leadership training /development courses for Call Center management personnel.
- Accepted and restructured all Call Center recruiting/hiring responsibilities including personnel, internal and external job/career fairs, the strategic development and implementation of a college recruiting plan, redesigning the complete interview process and the implementation of pre-hire profile testing.
- Created and implemented a Call Center motivational game plan including employee recognition programs, weekly associate motivation/recognition meetings and performance incentive plans.
- Recognized for launching/integrating a Call Center culture of "World Class" expectations that significantly impacted the reduction of associate turnover by 22% in 2005.
- Led and participated on a management team that won a 2004 division leadership team competition to create and present the best strategic business plan for hiring and retaining top Call Center candidates.

***PRIVATE CONSULTING**

7/01-3/04

Based on growing requests for private consulting following the release of my second book, *Motivating Without Money*, I developed a personal website in 2001 (www.doctorofmotivation.com) to support speaking requests and consulting assignments and worked privately during the years of 2001-2004 with companies in the US and abroad primarily focused on increasing all areas of their success with both inbound and outbound telesales efforts, customer service and satisfaction, recruiting/hiring, training/employee development, employee retention, and motivational game plans that build and maintain a culture of positive, productive work environments.

THE RELIABLE CORPORATION

Schaumburg, Illinois

12/98-7/01

Sales Center Director and General Manager

A subsidiary of Boise Cascade Office Products and division of Boise Cascade Corporation, this \$340 million sales and distribution company mailed 40 million catalogs annually with over 600 telephone sales associates supporting 450 thousand customers.

Reporting to the Vice President of Corporate Planning, responsible for directing and managing the operational functions of all business units within the 400+ seat inbound/outbound Contact Center including; outbound/inbound telesales, customer service/support, lead generation, Human Resources, technical support and building maintenance. An integral part of the Sr. Management team tasked with formulating and executing a sales and marketing plan as part of the Boise/Reliable merger of business units in 2001.

- Produced \$60+ million incremental revenue within LVA (large volume accounts) division over 3 years.
- Responsible for developing and managing \$11 million annual operational budget.
- Delivered 25% new customer growth during same period of time.
- Increased customer value through product line expansion, aggressive promotional strategies, niche marketing introductions and “relationship marketing” techniques.
- Developed and launched telephone sales/marketing plan for low volume customer base resulting in \$2 million of incremental sales growth in 2001.
- Created and implemented employee motivation/recognition programs resulting in higher performance/profits and reduced employee turnover.
- Designed and developed structured initial and ongoing training and coaching programs to enhance employee development/performance levels.

WITNESS WEAR INC. Tuscaloosa, Alabama Vice President of Telephone Sales and Marketing

2/94-11/98

This \$16 million printer and distributor of Christian apparel mailed 500K catalogs/brochures annually working with a customer base of 65K churches, ministries, Christian bookstores and Christian schools/camps.

Responsible for all telephone sales and marketing operational functions. Reporting to the President, accountable for overall staff of 70 telephone sales and support personnel, all outbound/inbound sales initiatives, coordination of direct mail and return authorization campaigns and the design, development and presentation of all initial and ongoing sales training and development programs.

- Increased gross sales by 70% from \$9 million to \$16 million.
- Generated 50% growth in sales personnel and complete development of subordinate management team and affiliated responsibilities.
- Directed organizational restructure of telephone sales division, creating independent departments with specialized sales and marketing strategies.
- Established and managed return authorization department and all procedures and strategies resulting in higher company profits.

***PRIVATE CONSULTING**

2/93-2/94

DIEBOLD INCORPORATED Canton, Ohio
Corporate Telesales Manager

9/89-2/93

A \$600 million manufacturer and distributor of safes, vault doors and security equipment to the banking and finance industry, Diebold merged with IBM in 1992 to form a subsidiary company, Interbold.

Reported to the Director of Alternate Sales Channels. Completely designed, developed corporate telesales division from scratch responsible for account management, product sales, lead generation, market research and customer satisfaction campaigns. Accountable for management of all departmental operations including recruiting/staffing, training, establishing and monitoring measurement standards, all divisional budgeting/forecasting and achieving corporate performance goals and profit objectives.

- Staff increased 500% over projection while call campaigns increased 400%
- Service contract base of \$600K increased to \$12 million through new customer acquisition and incremental revenue.
- Developed and implemented telephone customer satisfaction “care plan” for service contracts to maintain customer satisfaction levels.
- Delivered \$14 million in sales proposals for Diebold products/services through telephone lead generation for field sales force of 300+ reps.
- Trained in Total quality Management, leading QT teams and a member of the Diebold QT award team in 1992.

APPARELMASTER INCORPORATED Cincinnati, Ohio
Marketing/Telesales Manager

1/88-8/89

This \$6 million company manufactured and distributed work uniforms and apparel nationally through both lease and direct sales channels from corporate locations in Cincinnati, Ohio and Wichita, Kansas.

Reporting to the Vice President of Sales, responsible for marketing functions including complete development of an outbound telesales department for new business strategies, advertising, direct mail campaigns, public relations projects and the coordination of national trade shows.

- Created, implemented and managed outbound lead generation department that increased appointments for field sales staff by 25%.
- Accounts acquired through new telesales showed \$100K of net incremental revenue in 1988.
- Designed and implemented cost effective direct mail programs in conjunction with outbound telesales efforts for maximum impact.
- Coordinated new business development through telephone appointment setting programs for Vice President of Sales and field sales offices in Ohio and Kansas.

USA TODAY

Cincinnati, Ohio

2/86-1/88

Regional Telesales Manager

A subsidiary of Gannett Publishing, USA Today's regional sales centers increased national consumer circulation through telesales initiatives for both business to consumer and business to business customer renewal programs and new business acquisition.

Reporting to the National Telesales Director, responsible for the operational management and profitability of a regional Telesales Center. Accountability included reporting staff of 100+, recruiting, training, sales/expense budgeting and forecasting and achieving regional and corporate performance/profit goals and objectives.

- Increased sale revenue by 30% while reducing associate turnover by 400%
- Responsible for complete operational restructure and reorganization of regional Telesales Centers in Cincinnati, Ohio and Nashville, Tennessee.
- Established and implemented structured employee training programs to include initial and ongoing employee development for maximum performance and profitability.
- Designed and developed employee motivation and incentive programs for all Gannett telesales environments.

CINCINNATI BENGALS

Cincinnati, Ohio

1981-1992

Public Relations Manager

Served as private Public Relations Manager for NFL players, M. L. Harris, Robert Jackson, Guy Frazier and Ron Simpkins. Responsible for arranging all public appearances including speaking engagements and autograph sessions. Performed all fee negotiations and worked with all forms of media including print, radio and television. Negotiated all shoe contracts for James Brooks from 1986-1992. Contacted and negotiated with Nike and Adidas to secure premiums for public appearances and compensation attached to those contracts.

INTERESTS: Church involvement, golf, sports/muscle cars, 50's/60's music

REFERENCES: Available upon request