

**Pat Molloy**  
**The Sales Alliance**

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Pat Molloy's experience includes more than twenty-five years in sales, sales management, channels and alliance management, sales operations and consulting. In 1998, Pat founded The Sales Alliance, a sales and marketing consultancy working with businesses to grow revenue, reduce cost of sales and achieve competitive advantage through outstanding sales performance. She has specific expertise in:

- Account management
- Channels and alliance management, assessment and development
- Opportunity, channels, account and territory planning
- Sales competency modeling
- Sales process design
- Sales compensation and measurement
- Improving sales effectiveness

Pat has designed, implemented and managed programs to develop business and improve sales performance throughout the United States, Asia/Pacific and Europe. Just a few examples are:

- Designed and managed a worldwide integrated sales planning and development program for a major high tech company. This program integrated all selling channels (direct, telesales, resellers and alliance partners), as well as the marketing, services and technical support functions, into a cohesive unit for planning mutually beneficial business opportunities.

**Key result:** This program identified \$2 billion net new revenue opportunities in a twelve-month period.

- Designed sales competency and coverage models and their accompanying job descriptions, sales assessment and development program.

**Recognition:** Excellence in Practice Citation, American Society of Training and Development

- Developed and implemented incentive sales compensation program for 250-person sales organization in Australia, including account-based profit goals.

**Key result:** Six point profit improvement within five months of implementation.

Pat has worked extensively with numerous companies, delivering workshops to hundreds of field teams to drive incremental revenue, win key opportunities and develop significant partnerships. Since 1998, Pat has delivered workshops to Adobe, Avaya, BEA Systems, EMC Corporation, Hewlett-Packard, LexisNexis, Microsoft, Siemens Medical, Sun Microsystems, Symantec, Tech Data, Xerox, and others. She has extensive experience in facilitating teams to achieve significant business results.

Prior to founding The Sales Alliance, Pat worked in sales, sales management and sales operations at Honeywell, Digital Equipment Corporation and Compaq. She has sold to commercial accounts, exceeding quota each year. As partner account manager of the second largest commercial reseller in the U.S., she grew their business over 3 years by more than 70% per year. At the same time, she was awarded Account Manager of the Year in recognition of outstanding team leadership. As branch manager, over 90% of her sales teams exceeded quota, with revenue growth averaging 35% per year. She managed the services sales business, exceeding quota in each of 3 lines of service business. Pat was recognized with her company's award for outstanding performance (top 10% of the sales organization) in half of her eligible years.

Pat has also managed productivity improvements, a regional business office, sales development, competitive support and sales compensation programs. During her career, Pat has traveled extensively throughout Asia/Pacific and Europe, including a three-year deployment as Regional Operations Manager in Australia, and a one-year assignment in Europe on the management team for DECWorld, a major event that hosted over 20,000 customers in Cannes and Monte Carlo.

Pat received a BA degree from the University of Massachusetts and lives on Marco Island in Florida.