JOHN D. GOOR

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Senior sales and business development executive with 25 years of combined experience in the financial and commercial real estate industries. Inspiring leader and competitive self-starter who develops and maintains positive and lucrative client relationships. Proven ability to recruit and develop potential high performers to close new business opportunities.

SALES LEADERSHIP | REVENUE GROWTH | PORTFOLIO MANAGEMENT | TREND ANALYSIS | TRADING COMPLIANCE | CUSTOMER RETENTION | CUSTOMER NEEDS ASSESSMENT | NATIONAL ACCOUNT MANAGEMENT

PROFESSIONAL EXPERIENCE

President, Business Development **2007–Present**

Jackson Companies, Arlington, VA *(Global leader in the moving and storage industry with 500+ employees and annual revenue of $150M+)*

Recruited to cultivate and launch new sales channels for penetration of commercial real estate market for established residential moving and storage service company.

- Established and maintained long-term relationships with prime multi-national and local commercial real estate brokerage firms with market caps up to $15B.
- Gained a competitive edge in the Southeast region of the U.S. by building strong ties with project managers in brokerage firms.
  - ✓ Leveraged connections and relationships to attain new business early in the procurement stage and prior to initiation of RFP bidding process.
- Collaborated with Senior Vice President of Commercial to prepare and submit aggressive revenue plan for next 3 years.
  - ✓ Using baseline of $30M for commercial division of company, projected $7M in first year revenues and $10M revenues 5 years from launch.
- Partnered with colleagues to deliver key sales presentations to potential clients. Elaborated on PowerPoint's content by proving how new service offering would significantly decrease operational costs.

Vice President, Financial Advisor **1998–2007**

Legg Mason, Pikesville, MD *(American-based global investment management firm with a focus on asset management)*

Oversaw and managed more than $75M in client assets. Researched companies for investment purposes and provided personalized financial planning, including stock trades, asset allocations, and capital preservation.

- In troubled economy, preserved client capital and retained 100% of client business by recommending that clients transfer funds from stocks to treasury bonds.
- Offered clients sound financial and credible advice. Complied with all federal, state, and securities laws and regulations (SEC and FINRA).

Vice President, Financial Advisor **1990–1998**

BSTA, Baltimore, MD *(Global financial services company headquartered in Switzerland that provides investment banking, asset management, and wealth management services)*

After sale of Brown & Daughters, recruited by BSTA to drive sales and ensure customer satisfaction for private and institutional clients.

- Oversaw and managed $129M in private, corporate, and institutional assets (from foundations and institutional money managers).
  - ✓ In first two years, assets grew from zero to $97M and annual sales revenue increased from zero to $320K.
  - ✓ Assisted clients to reduce capital-gains tax by collaring large position in Fortune 500 companies.
  - ✓ Received President's Club award 4X.
- Devised innovative strategy to gage appreciation of non-tradable Chinese currency versus the U.S. dollar.
  - ✓ Investment strategy delivered 67% increase in profits.

PRIOR EXPERIENCE: Brown & Daughters, Baltimore, MD (1985–1990)

EDUCATION & TRAINING

B.S. in Economics – University of Maryland – College Park, MD, 1985

- Completed Dale Carnegie Training course
- Licenses: Hold Series 7, Series 3, and Series 63
- Technology: Microsoft Word, Excel, PowerPoint, Outlook and proprietary CRM software

AFFILIATIONS & INTERESTS

- Volunteer, Habitat for Humanity
- Volunteer, Our Daily Bread
- Nationally ranked tennis
- Golf and Skiing