

Neema Naficy

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Experience

BUSINESS DEVELOPMENT CONSULTANT, MEDTOUCH; SEATTLE, WA – 2015-PRESENT

Manage a complete sales cycle from lead generation to contracting. Receive and respond to RFPs that are in our target market of healthcare and contribute to the drafting, editing and proofing of sales proposals that are high quality, thorough, and accurate. Collaborate with strategists, technical project managers, and the design and development teams on initial stages of scoping client solutions.

HEAD OF BUSINESS DEVELOPMENT, BEAR GROUP; SEATTLE, WA – 2014-2015

In charge of managing all aspects of the sales process, including lead generation, qualification, evaluation, close, and account care. Generated new business opportunities through networking and prospecting efforts to connect with executive level marketing decision makers. Lead and coordinated statements of work, proposals and RFP responses.

- Exceeded sales goals, with 115% of quota met each quarter and an average initial deal size of \$95k. Performance has lead to ongoing retainer work, driving ongoing business results and profit
- Major clients include Amazon, KCTS 9, World Vision, Oiselle Running, Precor Fitness, Wally Home, PopCap Games, Glazer's Cameras and Seattle Chocolates

DIRECTOR OF BUSINESS DEVELOPMENT/AVP OF OPERATIONS, FANCY.COM; NEW YORK, NY – 2012-2013

Primarily responsible for leading and working alongside a team of six business development associates to identify and oversee collaborative relationships with domestic and international brand partners. Launched social eCommerce sales and advertising experiences, along with managed direct response marketing campaigns, to connect companies with consumers. Collaborated with our development team to build-out the back-end of the marketplace platform to create an improved eCommerce experience for brands and users, ultimately driving traffic and sales.

- Launched and managed major brand partners across a wide range of categories, such as: Nordstrom, Barneys NY, Sony, Leica, Warby Parker, Ace Hotel and Brookstone
- Contributed to growth in user base from 800k to 10M members, in 1.5 years

DIRECTOR OF BUSINESS DEVELOPMENT, INFORMATION EXPRESS; NEW YORK, NY – 2005-2012

Responsible for managing all aspects of the consultative sales cycle, and working directly with customers and partners to develop and drive strategies to increase sales and implement key product improvements. Close collaboration with several internal teams to map out and push projects that are necessary to maintain product competitiveness and optimization for current solutions.

- Achieved 100% of sales quota each quarter and maintained existing accounts, totaling \$4-5M in sales per year
- Major clients included Fortune 50 companies, such as: Exxon Mobil, Chevron, GM, Cardinal Health, Microsoft and Johnson & Johnson

Education

San Francisco State University – Biology, 2005

Skills

Web programming experience in Ruby and the Ruby on Rails framework, HTML & CSS. Software experience in Macintosh OSX, MS Windows, MS Office suite, Apple's Pages, Numbers & Keynote, Adobe CS, along with familiarity in many other applications. Administrator experience with Salesforce and Nimble CRM systems.