

# Letha Oderkirk

Director of Sales

## Profile

A results-driven sales leader with 5 years of experience in driving revenue growth and market expansion across diverse industries. Proven track record in developing high-performing sales teams, implementing effective sales strategies, and fostering strong client relationships. Demonstrated ability to exceed sales targets and streamline operations to maximize profitability. Adept at identifying new business opportunities and capitalizing on emerging market trends. Committed to driving organizational success through strategic planning, innovation, and effective communication.

## Employment History

### Director of Sales at Cargill, KS

May 2023 - Present

- Achieved a 25% increase in annual sales revenue, resulting in an additional \$5 million for the fiscal year, by implementing innovative sales strategies and fostering strong relationships with key clients.
- Successfully expanded the company's market share in the region by 15%, through the acquisition of 20 new enterprise accounts and strategic partnerships with industry leaders.
- Led a sales team of 30 representatives, achieving a 40% improvement in team performance metrics, including quotas, deal closures, and customer satisfaction ratings.
- Developed and executed a comprehensive sales training program, which led to a 30% reduction in employee turnover and improvement in overall team productivity.

### Associate Director of Sales at Koch Industries, KS

Aug 2018 - Apr 2023

- Achieved a 25% increase in sales revenue within the first year, contributing to Koch Industries' overall growth in the Kansas region by implementing strategic sales initiatives and fostering strong client relationships.
- Exceeded annual sales targets by 15% for two consecutive years, generating over \$5 million in new business for Koch Industries in the Kansas market through effective team leadership and the execution of targeted sales campaigns.
- Successfully expanded the client base by 20% within a two-year period by identifying and penetrating new industry segments, resulting in a significant boost to Koch Industries' market share and brand presence in the Kansas region.

## Education

### Bachelor of Business Administration in Sales and Marketing at Kansas State University, Manhattan, KS

Aug 2014 - May 2018

Relevant Coursework: Marketing Strategy, Sales Management, Consumer Behavior, Digital Marketing, Market Research, Advertising and Promotion,

## Details

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## Links

[linkedin.com/in/lethaoderkirk](https://www.linkedin.com/in/lethaoderkirk)

## Skills

Salesforce proficiency

Lead generation

Pipeline management

CRM expertise

Negotiation tactics

Market analysis

Team leadership

## Languages

English

Bengali

## Hobbies

Golfing

Wine tasting

Photography