

MICHAEL ANDERSON

Sales Planning Manager

- San Francisco, CA
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Ambitious and detail-oriented Sales Planning Manager with a strong foundation in sales analytics and strategic planning across various sectors. Known for an analytical mindset and a proactive approach to identifying growth opportunities that align with business objectives. Proven ability to lead teams in developing and executing innovative sales strategies that drive results.

WORK EXPERIENCE

Sales Planning Manager | Fashion Retail Group

Jan 2022 – Present

- Designed and executed a comprehensive sales strategy that led to a 45% increase in annual sales.
- Managed a team of sales analysts to develop actionable insights from sales data.
- Utilized CRM systems to track customer interactions and sales performance.
- Conducted regular training sessions to enhance team skills and knowledge.
- Engaged with key stakeholders to align sales strategies with business objectives.
- Presented sales forecasts and performance metrics to senior management.

Sales Data Analyst | E-commerce Solutions

Jul 2019 – Dec 2021

- Analyzed sales trends to support strategic planning and decision-making.
- Developed reports that highlighted key performance indicators for sales teams.
- Collaborated with marketing to ensure alignment on promotional strategies.
- Assisted in the evaluation of new product launches based on market research.
- Conducted training for sales teams on data interpretation and reporting.
- Monitored competitor activities and provided insights for strategic adjustments.

SKILLS

Sales Analytics

Strategic Planning

Team Management

CRM Utilization

Data Interpretation

Stakeholder Engagement

EDUCATION

Master of Science in Marketing Analytics

2015 – 2019

University of Southern California

ACHIEVEMENTS

- Awarded 'Best Sales Strategy' for innovative approach in 2022.
- Increased overall sales efficiency by 20% through process improvements.
- Recognized for outstanding contributions to team performance and morale.

LANGUAGES

English

Spanish

French