



Toni Gatz

Vice President of Business Development

BACKGROUND SUMMARY

Toni has more than 25 years of business development and leadership management in strategic sales, marketing Fortune 500 brands, and taking them to the next level in both growth and profitability. Her career has included roles such as VP of Sales, National Sales Director, VP of Employee Benefits, Business Performance Advisor, and Account Management. Toni is strategic, process-driven, and people-centric with broad experience that spans business strategies, organizational development, operations, and technology. She partners with the C-suite to advise and consult on business issues and challenges by leveraging a holistic approach to streamline processes, contain costs, and improve employee retention and culture. Through these partnerships, Toni has helped companies grow sales, increase earnings, and enhance capital productivity.

SELECT EXPERIENCE

VP Employee Benefits
Business Performance Advisor
National Business Development Director
VP Director of Operations and Business Development
Board Member of the National Healthcare Institute
National Director for HCI Chapter Chicago

CORE COMPETENCIES

Recommend Solution Selling
Pipeline Management
Networking & Lead Generation
Structured Project Management
Cold Calling/Prospecting, Cultivate Sales
Customer & Staff Relations
Process Improvement/System Analysis
Recruitment / Research & Education
Budgeting / Cost Control
Cost Containment Efficiencies
Certified Insurance Broker licensed in Health & Life

EXPERTISE & ACHIEVEMENTS

- Exceeded sales goals by 18%
- Exceeded sales goals YOY from 26%-38%
- Exceeded Year 1 goal by 23%

PROFESSIONAL HIGHLIGHTS

Insurance Brokerage and Consulting Firm: As VP Employee Benefits, Toni executed prospect/lead generation for mid-to-large size clients (matrix 5 appointments monthly). She conducted proficient assessments of client insurance packages and gave exceptional presentations of Insurance offerings, educating clients and recommending product updates. Toni collaborated with numerous vendor relationships and internal teams, enhancing project team execution with a strong ability to cultivate sales. She also cross-sold all lines of business-P&C, Retirement, and Select, designing cost-effective, competitive, and compliant packages for clients.

Office Furniture Company: As VP Director of Operations and Business Development, Toni was responsible for growing revenue in accordance with annual goals and objectives within the business-to-business categories of office furniture. She recruited and hired sales personnel, maintained staff at appropriate levels of overall dealer sales goals, oversaw disciplinary actions and performance appraisals for sales staff, worked with individual sales personnel regarding sales goals, and recommended outstanding achievement awards and bonuses as appropriate. Toni also developed a sales plan/strategy in relation to volume goals, GP percentages, product mix, cost analysis, target accounts, new business, and selling into vertical markets. She managed sales forecasting and projections and provided timely and accurate sales reports by monitoring the CRM system. Toni exceeded sales goals YOY from 26%-38% due to growing enterprise accounts.