

Beth Fenton

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DYNAMIC SALES and CLIENT RELATIONSHIP LEADER

~ Over 20 years of measurable success in business development and forging client relationships ~

Strategic and dynamic sales executive with an exceptional growth record, and the ability to identify, initiate and create opportunities with new clients and markets. Proven success developing trust based, C-level relationships that lead to long-term collaborative partnerships. Active listener with superior ability to propose digital transformation sales solutions consistent with client's business needs. Extensive expertise working with a range of small and large clients in a variety of industries. Known for being an engaging and enthusiastic leader that brings new ideas to market while building client loyalty and influencing others. Mentor, coach and motivate small high-performing account teams.

KPMG LLP, Dallas, Texas - 2018 - 2020

Market Relationship Director

Hunter who drove sales relationships with targeted prospects and buying influences. Led, managed and directed activities and tasks that created pipeline for professional services solutions. Built and managed relationships and opportunities in the middle market across all industries. Created high revenue generating sales opportunities while providing customized consulting solutions. Led and developed relationships with prospects and maintained high levels of deep expertise in cross functional firm services and product offerings. Drove collaborative relationship building activities with market leaders, partners, and engagement teams to help ensure teams were advised on important client matters. Provided feedback from field experience to internal teams on competitive landscape.

NOTABLE ACHIEVEMENTS

- **Created target list of over 700 companies** (Texas, Oklahoma and Colorado) with **annual revenue of \$10M - \$26B.**
- **Generated over \$1M in new business resulting in extensive pipeline for cross-functional KPMG solutions.**
- **Initiated over 300 sales meetings** with key decision makers and stakeholders resulting in new relationships and new revenue.
- **Identified untapped markets and expanded business with new projects and recurring annual work with mid-market companies** where KPMG had not worked with previously. Results included increased revenue and new and enhanced client relationships.
- **Managed high-performing client service team** focused on creating target list, researching, developing relationships, providing exceptional client service, securing meetings and closing deals.
- **Trained in solution selling**, conceptual selling, Market Edge and other sales methodologies.

CFO Advisory Services, Dallas, Texas - 2017 - 2018

Director Business Development

Drove strategy for creating and executing outreach marketing efforts. Helped clients tackle key financial operational challenges by using outsourced resources to improve profit and cash flow. Identified ways to improve business performance as clients' business grew or experienced staff turnover. Partnered with clients to execute day-to-day activities, fill short-term vacancies or find permanent employees for key roles.

NOTABLE ACHIEVEMENTS

- **Built target list of Dallas based companies including businesses in early stage growth to annual revenues of under \$70M.**
- **Initiated an average of 12 meetings per week with 4 prospects/8 Centers of Influence (COIs).**
- **Brought in 464 relationships to the firm.** Primarily focused on C-suite targets. Arranged 255 strategic meetings in 11 months in addition to planning and attending networking events.
- **Designed and implemented a strategic sales plan to establish brand awareness to drive sales.** Implemented Salesforce CRM for pipeline development.
- **Generated \$500K in outsourced accounting services work.** Achieved target quota within 11 months through personal relationships and other networking contacts.

RSM US - Dallas, Texas - 2015 - 2016***Business Development Director***

Managed all aspects of sales process, including systematic targeting, development of opportunity specific strategy, selection of pursuit teams and quarterbacking entire sales process. Recruited to develop and implement sales strategies and pipeline with middle market companies (\$50M to \$500M) across Texas and Oklahoma within financial institutions, real estate/construction, professional services and technology for private, public and PEG backed companies.

NOTABLE ACHIEVEMENTS

- **Partnered with stakeholders as a group and, individually, to strategically plan business development activities that resulted in \$770K in new business** in 11 months and recurring business with \$1.2M in active pipeline. 90% was recurring revenue.

HSSK - Dallas, Texas - 2013 - 2014***Business Development Director***

Generated new business opportunities within business valuation, estate planning, dispute advisory and financial forensics, expert witness testimony and cost segregation studies. Collaborated with senior leadership team to create metrics and execute business development goals. Implemented new processes for tracking leads and creating accountability metrics for follow up. Developed a robust sales and business development matrix resulting in the identification of more than 300 new prospects and COIs. Connected HSSK professionals with specific targets and exceeded 1st year quota within Dallas, Houston and Austin markets.

Beth Fenton Consulting - Dallas, Texas - 2008 - 2013***Business Development Executive***

Provided business development, sales strategy and coaching services. Consulted with more than 20 clients over 5 years (CPA firms, law firms, professional services firms) to accelerate growth goals, drive profitability and increase prospective clients and referral sources. Worked with senior leadership teams to create metrics and execute business development firm goals. Frequent presenter to COI on “how to grow your network” and related business development skills. Created structure of business development role for CPA firms, law firms and other professional services firms.

vcfo - Dallas, Texas - 2007 - 2008***Business Development Director***

Identified prospects and sold finance, HR, technology and recruiting support, including outsourcing and consulting solutions. Coached CFOs, Controllers and Staff on how to develop business opportunities. Increased new revenue and firm’s presence in the Dallas and Austin markets by representing firm at local industry and regulatory events.

ADDITIONAL WORK HISTORY

Travis Wolff Advisors & Accountants (Now Aramanino), Director of Business Development, 2002 - 2006

Professional Development Institute for Oil and Gas (PDI), National Sales Manager, University of North Texas, 1999 - 2002

EDUCATION: University of Texas at Austin, Austin, Texas - Bachelor of Science, Secondary Education Spanish and History**CERTIFICATIONS:** UTD Executive and Professional Coaching, ACC Designation 2018**COMMUNITY INVOLVEMENT:** Brain Health Coalition for Mental Wellness and Suicide Prevention | Prison Entrepreneurship Program | Greater Dallas Business Ethics Awards | Vickery Meadow Learning Center | Exodus Ministries | Texas Health Resources Foundation