

GREGORY R. HOGUE

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SUMMARY

An adaptable and results-driven TOP SALES AND BUSINESS EXECUTIVE with a strong background in strategic planning, account management, market research and analysis, business development, financials, and new product sales. Leverages strategic thinking to improve, execute tactical plans, develop solid business relationships, and manage diverse cross-functional teams. A skilled communicator who ensures profitability by training and developing highly productive teams and successfully generating new business, enhancing bottom-line profit growth. Lays the foundation for continued corporate success, with a solid commitment to excellence.

EXPERIENCE

TARGETSMART COMMUNICATIONS, Washington, DC

Business Development Leader, 2013 – Present

Responsible for launching a newly formed “Commercial” business outside of TargetSmart’s traditional political customer base. Closed one customer and have built a pipeline exceeding \$10,000,000. Worked with the company owners to put in place sales processes like forecasting, call plan management, account planning, and territory planning. Helped launch the company website and assembled materials for marketing.

ACXIOM CORPORATION, Little Rock, Arkansas

Vice President of Sales and Group Vice President of Convergent Industries (“CIG”), 2003-2013

Held responsibility for developing and executing business plans and sales strategy for delivery of information technology, database, and data services, exceeding \$130,000,000 in revenues. Championed combination of digital with off-line assets to create an integrated marketing platform. Developed and sold new product offerings based on analysis of client needs, strategic leverage, and profit potential. Identified important market sub-segments, created market penetration strategies, and actively participated in sales process execution. Developed new revenue streams with global data and audience management, expected to exceed \$25,000,000 over forward two-year period. Led 16-person sales team responsible for traditional Acxiom solutions.

- Exceeded sales targets every year, closing over \$60,000,000 in incremental business, representing over 50 new relationships.
- Recognized as number-one performing business unit within company, attaining over 10% year-over-year growth.
- Closed over \$100,000,000 in total contract value during 24 months across CIG.
- Recruited, realigned, and coached sales and account management teams to reach decision makers at multiple organizational levels, creating over three times pipeline needed to achieve budget.

Sales Director, 2001-2003

Led team of 24 sales people responsible for delivering corporate solutions primarily within financial and retail markets across Europe. Managed integration and formation of global strategy across many technology and media companies, including hands-on involvement in Europe and Brazil.

- Focused on standardizing company offerings to become transportable across geographies.
- Closed two major financial institutions, with over \$10,000,000 impact in annual revenues.

ADDITIONAL EXPERIENCE

EQUIFAX NORTH AMERICAN INFORMATION SERVICES, Atlanta, Georgia, **Business Development Executive**, 1999-2001. Sold full suite of products, with special emphasis on developing database infrastructure relationships. Helped facilitate corporate relationships with RL Polk Company.

ACXIOM CORPORATION, Little Rock, Arkansas, **Senior Sales Executive**, 1990-1999. Increased revenues from \$12,000,000 to over \$30,000,000 while creating start-up database business in media. Closed over ten multiyear contracts with high-profile media and retail companies. Increased corporate media presence in New York City and helped start New York sales office.

IBM, Little Rock, Arkansas; Atlanta, Georgia, **Sales Instructor, Advisory Sales Representative, Systems Engineer**, 1984-1990.

EDUCATION

UNIVERSITY OF ARKANSAS, Fayette, Arkansas, **B.S.B.A., Data Processing and Quantitative Analysis**, 1984 (Graduated with High Honors)