

Beth Rosenfeld

Description

Senior Sales Strategist

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Beth is a seasoned business development professional and a natural networker, with more than twenty years of experience in sales and sales management. Her clients have ranged from Fortune 500 companies, to local and regional businesses.

Beth's passion for Business Development University stems from a sincere interest in connecting individuals and organizations, and helping others to meet and exceed their goals. Her consultative approach places a priority on listening, understanding her clients' needs, and developing long lasting and trusting relationships. Beth is results driven, highly organized and a skilled problem solver. Her determination, welcoming demeanor and genuine concern for her clients' best interests make Beth a perfect fit with BDU.

Prior to working with Business Development University, Beth served as Vice President Sales for St Ives Financial - a prominent international printing company. Beth was hired by St Ives to develop and implement the marketing arm to their financial print capabilities. She played an integral part in creating initiatives, standards and procedures for selling a versatile technology platform. Through her sales and marketing efforts, Beth helped St Ives to build a very profitable and recognizable second brand known as St Ives Digital.

Prior to that time, Beth utilized her skills working for the two largest national radio representation firms in the country, Katz Communications and Interep Radio. There, she had an opportunity to work with some of the biggest broadcasting groups and advertising agencies in the U.S., executing transactions that resulted in millions of dollars in revenue. Beth was twice awarded the distinction of National Salesperson of the Year.

Beth currently resides in Narberth, PA and is married with two daughters.

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Author

admin