

DEBORAH LYNN WALLACE

Over 10 years of experience building profit for contrasting industries. Exceptional business acumen with ability to meet objectives with minimal supervision. Encompasses a high capacity for communication with customers and operations.

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Linkedin 

PROFESSIONAL EXPERIENCE

Arizona Wholesale Growers Phoenix, AZ
Sales Representative 2016-2017

Accomplishments

- Restored previous customer relationships as well as increased new business within six months by 20%
- Improved the process of response in the acceptance and answering of RFP's

Bartlett Tree Experts Stamford, CT
Arborist / Sales 2013-2016

Accomplishments

- Consecutively exceeded projected sales goals
- Developed curriculum for Plant Care Programs
- Increased customer base by 83%
- Executed training and education for employees and customers

Crossmark Plano, TX
Retail Supervisor 2010-2013

Events Coordinator

Accomplishments

- Consistently achieved overall sales lift of 300%+ for comparison of weekly sales to prior year
- Provided outstanding scheduling and coverage for approximately 50 events per week; thus, meeting a 98% "on date" execution with audits in the "green" range
- Recognized as top 10% performance supervisor

Nakase Brothers Huntington Beach, CA
Territory Sales Manager 2006-2010

Accomplishments

- Exceeded \$1 million in annual sales by offering consistent customer service and education
- Successfully managed product inventory to include optimal product placement, quality control, control shrink, and innovative product displays
- Developed and facilitated big-box employee training on plant knowledge to increase customer relationships
- Built solid customer relationships by partnering with store managers

Kellogg Garden Supply Carson, CA
Territory Area Manager 2003-2005

Accomplishments

- Achieved consecutive sales increases: 15% - 2002/2003; 17% - 2003/2004; 18%- 2004/2005
- Increased sales by 12,000 units over previous years.
- Executed the seasonal "Advocate Program" by recruiting, hiring, and training advocates and sales associates
- Identified in-store selling opportunities to secure end caps and stack outs to create profitable, impactful cross merchandised displays

PROFESSIONAL DEVELOPMENT / CERTIFICATIONS

- Bartlett Tree Research Laboratory and Bartlett Arboretum, Charlotte, NC
- Desert Landscape School
Desert Botanical Garden, Phoenix, AZ
- International Society of Arboriculture Certification, WE10189-A
- State of Arizona OPM Applicators License
- Maricopa Community Colleges
- Dallas Community College
- Certificate of Completion: Supervisor
Anti-Harassment, (US-11)

VOLUNTEER / COMMUNITY SERVICE

- Arizona Nursery Association
- ANA SHADE Committee Member
- Habit for Humanity
- Release the Fear
- Charity Chick
- Make a Difference Day
- Crisis Nursery
- Sunshine Children's Home
- St Vincent de Paul – Tree Donations
- Desert Botanical Plant Sale
- City of Scottsdale, Design Day

SPECIAL SKILLS

- Desert soils
- Water harvesting
- Water management
- Irrigation
- Sustainable maintenance