

# KRISTY MANNING

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## PROFESSIONAL PROFILE

- Knowledgeable and strategic-thinking marketing and sales executive offering over ten years of professional experience and the proven ability to develop and implement strategies that support the mission of a company or organization
- Diverse and rich career history at local, regional and international levels
- Respected leader, able to build highly motivated teams focused on achieving their goals
- Creative problem solver and persuasive communicator with well-developed presentation skills and an enterprising attitude — responsible, versatile, and diligent

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## SPECIALTIES

- New business development
- Building brand awareness
- Conceptualizing and implementing strategies
- Building high-value partner relations
- Empowering individuals and teams to succeed
- Consultative sales
- Creative new media production
- Marketing and project management
- Software and stock footage licensing
- Digital imaging and print production

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## EXPERIENCE

KRISTY MANNING – Santa Barbara, CA

1/2009 – Present

### *Principal/Creative Media & Management Consulting*

- Developed an ambitious new brand strategy for the ATLAS Experiment at CERN in Switzerland, including enriched online communications, improved image identity, and strategic relationships in outreach and education
- Conducted a talent development workshop at TAG! The Creative Source, focusing on customer service and relationship selling; authored company press releases and provided management consulting
- Co-founded the Newcomer Welcome Center — a comprehensive, widely used online/offline resource for the hundreds of newcomers to CERN each year. Acted as creative director, photographer and web designer

BBC WORLDWIDE/BBC MOTION GALLERY (British Broadcasting Corporation) – Burbank, CA 10/2003 – 7/2008

### *Director, West Coast Sales, USA*

- Implemented territorial/regional specific marketing strategies and participated in web-based activities, including branding and future business needs, in conjunction with worldwide management
- Participated in numerous press interviews for major technology and stock footage trade magazines
- West Coast team achieved 18% revenue growth in 2005/06, 31% in 2006/07, and 16% in 2007/08
- Project managed and co-led a large scale DVD production for McGraw Hill Education K–12
- Participated at the Jackson Hole Wildlife Film Festival as a panelist on HD production for stock libraries
- Awarded BBC Motion Gallery, U.S. ‘Person of the Year’ in 2006
- Created innovative business practices and trained senior managers and directors throughout North America
- Developed long-term business strategies and high-value partnerships with the Senior VP of the Americas in the area of New Media with companies such as Apple, Save our Seas, Peachpit, Lynda.com, and Spotranner
- Maintained and improved costs in line with agreed budgets, in conjunction with Senior VP
- Managed sales, customer service and post-production team

### *Sales Manager – Western Region, USA (2003 – 2005)*

- West Coast team achieved 27% revenue growth in 2004/05.
- Line managed team in LA setting objectives and undertaking performance appraisals
- Managed the workflow process, operations on the West Coast, and employee development
- Established, managed and ensured the successful annual revenue targets of the LA Office operation, through the account executives and through direct customer account management
- Established and implemented territorial sales strategies with individual account executives in major markets such as television, corporate, advertising, film, home video
- Networked with potential clients, strategic partners — built relationships and expanded business opportunities on the West Coast, and actively participated in industry organizations and conferences

- Prepared and ensured all BBC reporting requirements were met, including archive and departmental reporting and other legal and financial obligations
- Prepared and wrote monthly, quarterly and yearly reports, information for UK, and all audit requirements

ALTAVISTA – Stockholm, Sweden

9/2000 – 5/2002

***Nordic Sales Manager, Sweden, Denmark, Norway, Finland***

- Assisted in the development of the Nordic field strategy, including product development and messaging
- Achieved direct sales and partner sales of enterprise search software
- Established relationships with local system integrators and technology partners
- Exceeded quota in the first quarter in EMEA, and in ten months delivered 2.5x the sales revenue compared with the prior year

***National Account Manager, USA (2000 – 2001)***

- Sold to e-commerce customers including, Ticketmaster.com, SBC Communications and Bizrate.com, as well as several high profile, enterprise accounts including, Boeing Satellite Systems, TRW Data Systems, LAPD, and NIC Technologies
- Demonstrated the ability to thoroughly understand the customer's business and technical issues in order to address them with the appropriate company resources — ranked fourth in sales revenue nationwide within five months.
- Achieved 210% of quarterly quota within the first full quarter and 149% of quota based on a prorated annual quota for a six-month period in 2001

IT COTTAGE – Los Angeles, CA

1/1999 – 9/2000

***Owner/Consultant***

- Developed and executed the online strategy for an enterprise Microsoft utilities company specializing in network security software — involved all aspects of customer facing and internal applications, including a full-cycle CRM system, national advertising campaign and trade events
- Managed four-person project team and acted as general manager for the company
- Retained as Director of Sales and Marketing at L&A, which included direct enterprise software sales (Cigna, Piper Jaffray, Dept. of Labor), talent acquisition, product launches and marketing campaigns, press relations, and worldwide channel and business development
- Increased annual run rate by 100% within 6 months
- Received four product reviews and awards in major IT publications

MUSE [X] IMAGING – Los Angeles, CA

8/1997 – 1/1999

***Director of Sales and Marketing***

- Tripled sales within first five months
- Hired and managed sales and customer service talent, and established efficient workflow systems and procedures
- Managed digital imaging projects for The California Lottery, MGM Studios, Grey Advertising, Italia Gal, Universal Studios, and DreamWorks Pictures — liaison between the artists and the clients
- Participated at the Advertising Production Association conference in Beverly Hills, CA as an expert panelist conducting a three-hour 'digital imaging' technical seminar sponsored by Epson Corporation

## EDUCATION

California State University, Long Beach

Bachelor of Science degree, Business Administration, Marketing – Worked 25–30 hours a week in a paid marketing internship for QHI, Inc., an environmental safety company; executive council member of Alpha Phi Sorority

University California at Los Angeles

1993–1997 UCLA – continuing education in business communication, promotions, management and foreign language

Baker Communications, Inc.

2006 Exceptional Presentation Training

2008 Management Workshop

Scotworks

2004 Advanced Negotiation Professional Training Course

PBI, Inc.

2004–2007 Professional Sales Management and Leadership Training Courses