

THOM MULLER

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NATIONAL VICE PRESIDENT OF SALES

Relationships, Relationships, Relationships!

- ✓ 11-time award-winning senior sales executive generating \$200+ million revenue in startup and established businesses.
- ✓ Turnaround leader consistently driving double-digit profit increases and cost reductions in struggling organizations.
- ✓ 20 years' experience building and leading world-class sales teams to double-digit revenue increases year over year (YOY).

EXPERIENCE

INSURANCE CORPORATION | DETROIT, MI | 2009 – PRESENT

AREA VICE PRESIDENT | MARCH 2016 – PRESENT

DISTRICT VICE PRESIDENT | APRIL 2009 – MARCH 2016

Insurance Corporation is a national provider of industry-leading workers' compensation, health care, automobile and liability claims solutions for employers, third-party administrators, insurance companies, self-insured organizations, captives and government agencies.

Recruited by Insurance Corporation to build district teams to introduce and drive revenue/profit growth and market share for new claims product offerings in saturated 3-state district (Michigan, Illinois, Wisconsin).



District consistently leads company in claims, cost containment, and healthcare management revenue / profit growth.

↑ MARKET SHARE GROWTH

- Introduced new claims product line in difficult market and fueled zero market share in 3 states to 75% in Michigan, 90% in Illinois, and 45% in Wisconsin.
- Won highest number of national accounts (within same management level and above) through development, proliferation, and implementation of relationship-centered sales plan.

↑ EXCEED ANNUAL REVENUE & PROFIT GOALS

- Led company in revenue generation, exceeding \$90 million over 7 years, and consistently surpassed company budget revenue and profit each year.
- Drove district's highest revenue year on record, exceeding \$20 million in 2015.
- On track to surpass profit and revenue numbers in 2016, already hitting goals by June.

↑ INCREASE CURRENT ACCOUNTS REVENUE

- Recruited, trained, and led account-management team to 30% YOY revenue increases with current national accounts, resulting in a nearly \$9 million growth.

LEADERSHIP

- Establish annual district sales goals and long-term growth strategy for 8 direct reports and 125 employees.
- Facilitate and host annual district Insurance Corp. seminar with an average of 250+ attendees and 2 annual, national partnership meetings in Chicago and Ann Arbor with an average of 650 attendees each.

AWARDS

- **Insurance Corp. Circle of Excellence Award:** 3-time winner, recognized as top performer in company.
- **2015 Insurance Corp. Inner Circle of Excellence Award:** #1 in revenue category of top 8 performers in company.

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NEXUS AUTO AND HOME | CHICAGO, IL

REGIONAL SALES DIRECTOR | MARCH 2006 – APRIL 2009

NEXUS is an insurance industry leading-provider of personal lines insurance, financial products, commercial insurance, and worksite and voluntary affinity insurance products.

Recruited to Nexus for substantially successful industry experience/knowledge and to turnaround sales in underperforming 5-state region (IL, OH, MI, IN, WI). Managed profitability of \$85 million book of business with 7 direct reports through 3 distribution channels: group worksite and affinity voluntary benefits agents, property and casualty captive agents, financial representatives.

↑ **Fueled sales 48% in 5-state region where 60% of 140 agents were not profitable.**

- Developed and implemented robust business restructuring for agents, including introduction of business plans, marketing campaigns, sales coaching, and performance metrics.

↑ **Increased region's number of new worksite and voluntary affinity accounts 53%.**

- Identified high-profit opportunities in affinity business; developed and delivered marketing plans to brokers and captive agents, outlining growth and benefits of selling products.

↓ **Reduced costs more than 20% within first year.**

- Collaborated with corporate HR to restructure recruiting activities companywide and reduced headcount in consistently unprofitable and stagnant agencies, resulting in fewer agents on the team, but higher performers producing higher profits.

↓ **Decreased region's loss ratio 23% within 2 years.**

- Revamped and implemented efficiency improvements with all 5-state management departments and underwriting teams.

LEADERSHIP: Hosted and facilitated Nexus annual conference with 300+ attendees.

STATE INSURANCE | BARRINGTON, IL

AGENCY EXECUTIVE • OWNER | JUNE 2003 – MARCH 2006

State Insurance is a full-service insurance and financial-services office that sells personal lines insurance, commercial insurance, financial products and affinity voluntary benefits.

Created business progression and roll-out plans for startup insurance and financial services agency based on competitive product and market intelligence.

↑ **Fueled sales from 0 to \$6.8 million within 3 years.** Agency was profitable after first year, 13 months earlier than planned.

↑ **Grew business into largest State Insurance agency** in Illinois and region with 3 locations and 15 employees.

↑ **Exceeded all sales targets within first 12 months**, resulting in first Agency Executive in Midwestern Region to repay all startup capital within first year of business.

LEADERSHIP: Appointed to Midwestern Regional Management Advisory Council for unprecedented performance 2003-2006.

AWARDS: *Michigan Agent of the Year*, 2003, 2004, 2005, 2006.

MULLER & ASSOCIATES | BARRINGTON, IL

PRESIDENT • OWNER | FEBRUARY 1998 – JUNE 2003

Owned and operated quick service franchises. Annual sales of more than \$9 million with 130 employees.

Launched and led company from startup, growing to 7 locations with annual sales more than \$9 million. Owned and operated 4 Five Guys locations, 2 Shell quick service gas stations, and 1 Krispy Kreme location with 4 direct reports. Recruited, trained, and developed management and senior executive with zero turn over in management.

↑ **Increased sales by more than \$550K annually** for franchise portfolio.

LEADERSHIP: Sustained less than 5% employee turnover annually after implementing profit-sharing program per location, resulting in competitive advantage in recruiting.

AWARDS: *Five Guys Illinois Franchisee of the Year* 1999, 2000, 2001, and 2002.

EDUCATION & LICENSES

Bachelor of Science in Economics | The Wharton School of the University of Pennsylvania | Philadelphia, PA

Licenses: Michigan Life & Health License | Property & Casualty Insurance License

Explanation:

Thom came to me wanting to find a new challenge. He thrives on helping flailing or underperforming businesses become profitable, as well as growing startup businesses. He was gainfully employed and doing well, but he wanted to see what other challenges may be available to him.

He is also in a company where there is little turnover. His chances of moving up are limited. He was looking for not only a new challenge, but also a step up in title and pay. Experience is seen as an advantage rather than a detriment in his line of work; therefore, it was important to him to showcase his 20 years as a sales leader.

Thom was conducting quite a bit of networking and wanted something less traditional to show when asked for his resume. He wanted it to be easy to scan with bottom-line facts and figures. He did not want to rely on LinkedIn to help showcase his track record because his managers and peers are active on LinkedIn.

He was extremely happy with this resume and got a terrific offer within 30 days after uploading it and sharing it directly. HR was able to read his resume after uploading without any problems. I told him, there was a chance that the graphs would not go through, but we covered the same information within the text. Fortunately, the graphs appeared just fine when he uploaded, as did all of the colors. I am finding that to be more of the norm with my clients these days.