



Professional Resume

Kim R. Crabtree – Executive Consultant

Summary of Qualifications

Ms. Crabtree is a seasoned professional with more than 25 years experience in progressively responsible roles in business, marketing, sales, and customer relationship management in a variety of business sectors. Concentrations include the fashion, promotions, publishing and Senior Housing/Care/Services provider industries in positions as General Manger, Senior Consultant, Vice President, Sole Proprietor, and President/CEO with full P&L responsibilities.

Areas of Expertise

- Direct Marketing Promotions, Development of Marketing Plans, Collateral, and Dissemination of Information in all Medias.
- Recruiting, Training, and Management of Sales and Marketing Professionals.
- Executive and Practitioner Level Expert in Customer Relationship Management Processes and Software Programs including ACT! DBA Skills. With an emphasis towards Database marketing.
- “Killer Sales” Representative – able to effectively get the deal – and teach others how.

Professional Experience

- 17 years experience in the publishing industry serving a multitude of business sectors
- 7 Years experience in the Senior Housing/Care/Services industry.
- 8 years experience in professional sales and business operations in promotions, fashion, and general business
- Multiple business startups, both Franchised and “Grass Roots”.
- Winner of National Entrepreneurial Awards.
- Expert in Customer Relationship Management (CRM) Applications with a concentration in ACT! and Access.
- Expert Trainer of Marketing and Sales Professionals – Influences:
 - Guerrilla Marketing/Selling
 - Sandler Selling System
 - And others
- Expert in Development of Marketing and Sales Collateral – from development of basic collateral through comprehensive direct marketing to regional and national audiences.
- Media Planning and Procurement in print and radio.
- Expert in creating collaterals that are affordable to print and ability to working with and negotiating printing.

30425 Munger St Livonia MI 48154

P 734-425-1455 | **F** 734-943-6608

www.metaops.com