



Catherine Nussbaum - Business Development

EMPLOYMENT WRL General Contractors, Ltd.
2014- Present Business Development

EDUCATION University of Texas at Arlington
B.B.A. International Business, Minor in Spanish

Generate and secure new business; develop and facilitate sales opportunities and growth through sales calls, presentations and proposals.

Meet with prospective customers to determine needs and goals.

Establish and facilitate opportunities and strong relationships with existing client base, architects/engineers, consultants and building owners.

Promote company awareness; pursue opportunities to network with community organizations and events.

Manages the Request for Proposal (RFP) process.

Provides all content for website, social media, and quarterly newsletter

Maintain positive communications and work across departments to foster assistance if needed in sales proposals, presentations and specifications.

PREVIOUS WORK HISTORY

2012 - 2014 Cawthon Cartridge Club & C-3 Tactical (National Sales & Marketing Director)

Developed go-to-market strategies for e-commerce for the start-up retail business

Built the customer base for membership to the new tactical range and consistently sold out the facility for monthly private tactical training courses

Won multiple contracts with police departments nationwide

Initiated and managed national account relationships

Created all sales and marketing materials for brochures, company catalog, presentations, and web content

2004 - 2012 South-Tex Wine Distributors (Sales & Marketing Manager)

Implemented sales strategies that grew revenues by 34% on average annually

Collaborated in the development and management of the annual business plan including: sales directives, customer targeting, budgeting, ROI optimization

Traveled to multiple countries, sourcing new wines for the portfolio

Designed promotions and sales goals and coached the team to exceed demands

Developed branding and marketing materials for industry events and sales leave-behinds

2002 - 2004 South-Tex Wine Distributors (Account Manager)

Key role in establishing a new, family-owned company by forging and nurturing relationships

Opened over 200 new accounts through sales calls, networking, and event presence

Awarded multiple incentive trips for being a top producer