

TERRY WITHERS

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SENIOR SALES LEADER

Adaptable and dynamic sales professional with exceptional track record of success overseeing sales strategy, guiding team development and growth, and closing challenging leads. Exceptional ability to develop new customer relationships and new revenue generation strategies. Leverages his unique background in improv and to strengthen impact on sales relationships.

Strong aptitude for coaching and mentoring sales team members in consultative techniques, new business development, and active listening. Adept at building internal team capacity and developing tools, systems, and processes to streamline collective approach to sales. Demonstrated track record of bringing in new customers, retaining existing customers, and expanding portfolio with innovative products and solutions.

Areas of Expertise:

<ul style="list-style-type: none">• New Business Development• Revenue Generation Strategy• Solutions-Based Sales• Team Mentoring and Coaching	<ul style="list-style-type: none">• Improv Performance and Instruction• Rapport and Relationship Cultivation• Workflow and Process Improvements• Cold Calling and Lead Generation
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PROFESSIONAL EXPERIENCE

WITHERS COMEDY

Partner (2016 to Present)

In 2016 I formed Withers Comedy in Partnership with my wife Jennifer Withers. We perform, arrange and consult on a wide range of improv comedy professional engagements including:

- Touring improv comedy shows to colleges, corporations, regional/improv theaters, and other venues
- Providing improv comedy performance workshops and classes at colleges, improv theaters and high schools
- Providing improv-based professional development workshops for corporations through their Learning & Development or HR departments
- Consultation or oversight of day to day operations at improv theaters/schools from both a business and artistic pov

The Baltimore Improv Group (BIG)

Managing Director (2016-2020)

Manage all day to day operations of a small but dynamic nonprofit arts organization. Using my background in sales and marketing I helped craft, in conjunction with the Board of Directors, a new company strategy resulting in annual earnings more than quadrupling over just four years.

Key Achievements:

- Helmed the opening of a 10,000 square foot theater in the heart of Baltimore's busiest commercial district just next to Penn Station.
- Applied for and won BIG's first major grants. Then formalized the grant writing process and hired a Director of Development.

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- Oversaw a broad marketing overhaul including a much needed website redesign.
- Implemented new strategic direction resulting in BIG's annual budget quadrupling from \$100K in 2016 to \$400K in 2019.
- Implemented quality control measures resulting in BIG's annual audience increasing tenfold from less than 3,000 in 2016 to over 30,000 in 2019.
- Oversaw a curriculum overhaul and implemented new teacher guidelines, resulting in student enrollment more than tripling from 2016 to 2019.
- Implemented professional theater management policies transforming the theater and school into professional and reliable spaces.
- Collaborated with the Artistic Director and Education Director to vastly improve the quality of our comedic improv performers, teachers and students.
- Instituted fair minded DEI policies, including a nondiscrimination and anti-harassment policy complete with a thorough community and Board approved investigation procedure.
- Secured a liquor license in a particularly, maybe even famously tough city to get a new license in.

Upright Citizens Brigade (UCB)

New York Sales Director (2014-2016) | **Sales Manager** (2010-2014) | **Booking Agent** (2010)

Spearheaded sales strategies and led a team of up to 12 for the country's top comedy theatre, offering a diverse range of products such as live events, corporate training, and online branded content. Focused on selecting, training, and nurturing a high-performing sales force. Established and supervised critical operational processes that enhanced sales inquiries, contract management, and commission allocation. Assisted team members in conveying value propositions to clients while adhering to organizational values and objectives. Encouraged staff to explore alternative revenue streams, including corporate sponsorships, branded live events, and talent provision for experiential marketing events. Collaborated with other department leaders to innovate new products and services, prioritizing opportunities based on potential success and market penetration.

Key Achievements:

- Boosted sales from \$400K in 2010 to over \$1.8M in 2015, marking an exceptional growth trajectory.
- Led the research, selection, and implementation of a CRM software package, streamlining data tracking and supporting the company's rapid expansion.
- Secured Continued Learning Education (CLE) credit approval for law firm workshops, designed a comprehensive curriculum, and co-facilitated with an attorney, resulting in gross revenue exceeding \$100K.
- Developed electronic document management system to house sales policies, training materials, marketing collateral, shared workflow documents, contracts, and records.

THE NEW YORK TIMES – New York, New York

Advertising Sales Representative (2008 to 2010)

Utilized strong communication and rapport-building skills in a high volume front line sales environment. Pursued leads and delivered a consultative sales approach to identify areas of interest and opportunity with clients. Tracked and documented leads, calls, and results to inform strategic planning and drive progress toward established sales quotas and goals.

Selected Contributions:

- Honored with the Presidential Leadership Award, the highest level of recognition for excellence.
- Emerged as a leader in securing new sales relationships by engaging with prospects and defining advertising solutions to business challenges, most notably during economic downturn.

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Additional experience achieving sales results in diverse industries with The Manhattan Theatre Club (2005 to 2008), Parcel Pro Incorporated (2002 to 2005), The American Banker (1998 to 2001), and MBNA America (1997 to 1998).

EDUCATION

Bachelor of Arts in Theatre · PENNSYLVANIA STATE UNIVERSITY – University Park, Pennsylvania