



ETHAN THOMAS

REGIONAL SALES MANAGER

CONTACT

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Provo, UT 

[LinkedIn](#) 

EDUCATION

Bachelor of Science
Business Management
Brigham Young University
2003 - 2007
Provo, UT

SKILLS

Salesforce
Oracle Sales Cloud
Tableau
Slack
Seismic
SAP Sales Cloud
DocuSign
ZoomInfo
Xactly
Hootsuite

WORK EXPERIENCE

Regional Sales Manager

Nu Skin Enterprises

2017 - current / Provo, UT

- Integrated Slack with Salesforce to streamline communication, reducing response times to customer inquiries by 42%.
- Led the implementation of Salesforce CRM, resulting in a 37% increase in sales team productivity within the first quarter.
- Exceeded annual sales targets by an average of 21% over a 3-year period, resulting in a total revenue increase of \$3 million.
- **Reduced the average sales cycle from 90 days to 60 days** by implementing streamlined lead qualification processes, resulting in accelerated revenue realization.

Senior Sales Manager

doTERRA

2014 - 2017 / Provo, UT

- Implemented Seismic as a sales enablement tool, resulting in a 24-hour reduction in proposal preparation time and a 16% increase in proposal win rates.
- Spearheaded the integration of SAP Sales Cloud into the sales process, streamlining lead management and **reducing lead conversion time by 49%**.
- Utilized DocuSign to digitize contract signing processes, reducing turnaround time by 51% and improving contract accuracy.
- Developed and executed a sales training program that led to a 34% improvement in the team's product knowledge and sales pitch effectiveness.

Territory Sales Manager

Entrata

2010 - 2014 / Provo, UT

- Leveraged Xactly to streamline commission calculations and reduced errors, saving an estimated 12 hours per month for the sales team.
- Executed social media campaigns using Hootsuite, resulting in a 23% increase in brand visibility and a **17% growth in social media-driven sales**.
- Conducted data analysis on customer demographics and purchasing behavior, leading to a 14% increase in cross-selling opportunities.
- Collaborated with marketing teams to develop targeted email campaigns, leading to a 28% increase in email open rates and an 11% increase in click-through rates.