

STEPHANIE A. WOSMEK

REVENUE GROWTH | ENTERPRISE BUSINESS DEVELOPMENT | GO-TO-MARKET STRATEGY

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EXECUTIVE PORTFOLIO Growth strategies, revenue frameworks, case studies, and work samples: sawosmekresume.com

Dear Hiring Manager,

I am a revenue growth and business development executive with more than 20 years of experience building the strategy, systems, relationships, and market presence that turn growth goals into qualified pipeline and long-term enterprise value.

As Vice President of Business Development at FUSION, I have built the company's first scalable enterprise business development function—defining an ideal customer profile centered on organizations with 1,000+ employees and \$250 million+ in annual revenue, modernizing the CRM and reporting architecture, developing packaged advisory solutions, and creating coordinated account-based campaigns across sales, marketing, events, partnerships, and executive relationship development. Because enterprise sales require a longer runway, I also created near-term revenue offerings designed to monetize FUSION's expertise while larger opportunities mature.

Within a matter of months, I generated more qualified net-new opportunities from major enterprise organizations that fit FUSION's ideal customer profile than the company had developed collectively over the prior decade. I have also opened relationships across Fortune 500 and large middle-market accounts, built new routes to market through strategic partnerships and national industry communities, and created the operating structure leadership needs to evaluate pipeline, prioritize opportunities, and connect activity to revenue.

My value is not limited to closing an individual deal. I build the revenue engine around the deal: positioning, segmentation, pipeline architecture, CRM governance, executive reporting, market activation, relationship strategy, and cross-functional accountability. I also identify opportunities to expand revenue and improve profitability within the existing book of business through stronger service positioning, account expansion, portfolio strategy, and value-based commercial decisions. I am especially effective in organizations ready to move from relationship-dependent growth to a more intentional, measurable, and scalable commercial model.

I would welcome the opportunity to discuss how my experience in enterprise growth strategy, go-to-market transformation, and executive relationship development could support your organization's next stage of growth. Selected growth strategies, commercial frameworks, and work samples are available at sawosmekresume.com.

Sincerely,

Stephanie Wosmek

STEPHANIE A. WOSMEK

VICE PRESIDENT, BUSINESS DEVELOPMENT | REVENUE GROWTH & GO-TO-MARKET EXECUTIVE

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EXECUTIVE PROFILE

Revenue growth and business development executive with 20+ years of experience building scalable go-to-market engines, enterprise relationships, and cross-functional commercial systems. Brings an operator’s command of strategy, CRM architecture, market activation, executive reporting, partnerships, and pipeline development. Known for creating structure where none existed, converting relationship-building into qualified opportunity, and aligning sales and marketing around measurable business outcomes.

SELECTED EXECUTIVE IMPACT

ENTERPRISE PIPELINE	Generated more qualified net-new enterprise opportunities in a matter of months than FUSION had developed collectively over the prior decade, targeting major corporations with 1,000+ employees and \$250M+ in annual revenue.
GROWTH ARCHITECTURE	Built FUSION’s first scalable business development operating model while creating near-term revenue offerings to bridge the longer enterprise sales cycle and strategies to expand revenue and profitability across current accounts.
NEW REVENUE CHANNEL	Founded and scaled a wholesale acquisitions division at RE/MAX, generating \$3M+ in new revenue and establishing a new investment channel within the brokerage.

PROFESSIONAL EXPERIENCE

Vice President of Business Development FUSION Performance Group	Oct 2025 - Present
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Remote | Phoenix, AZ

- Architected the company’s first enterprise business development strategy and operating framework, establishing a disciplined approach to market expansion, account development, pipeline creation, and long-term revenue growth.
- Generated more qualified net-new opportunities from large, ICP-aligned corporations within a matter of months than the company had developed collectively over the prior 10 years; focused pursuit on organizations with 1,000+ employees and \$250M+ in annual revenue.
- Built relationships and opened pathways into Fortune 500 and large middle-market organizations across technology, financial services, insurance, healthcare, manufacturing, and professional services through targeted outreach, executive networking, national conferences, referrals, and strategic follow-up.
- Redesigned the full-funnel revenue architecture in HubSpot, including ICP segmentation, lead and deal pipelines, lifecycle definitions, qualification standards, campaign attribution, data governance, and executive reporting to improve visibility and decision-making.
- Created new near-term revenue opportunities to monetize FUSION’s expertise during the longer enterprise sales cycle, developing packaged advisory and event-performance solutions—including ROI assessments, incentive program audits, portfolio reviews, strategy labs, and flexible consulting support.
- Developed strategies to maximize revenue and profitability across FUSION’s existing book of business through account expansion, stronger service positioning, portfolio-level planning, cross-sell opportunities, and a sharper focus on business value and measurable client outcomes.
- Designed coordinated account-based campaigns spanning persona-led email sequences, executive gifting, conferences, partner ecosystems, and in-person relationship development; established repeatable pre-event and post-event workflows to convert engagement into meetings and opportunities.
- Expanded FUSION’s market presence through national industry associations, strategic partnerships, executive dinners, speaking and sponsorship strategy, and connector-led relationship building while representing the company with senior corporate decision-makers.
- Partner with executive leadership, operations, marketing, registration, and account teams to align business development priorities, improve commercial accountability, and build a unified Sales/Business Development meeting and reporting cadence.

Director of Sales & Marketing House Rules Hospitality	Jun 2025 - Sep 2025
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Scottsdale, AZ

- Led sales, marketing, forecasting, and revenue strategy across three hospitality and event concepts, optimizing private events, group dining, restaurant demand, contracts, and corporate partnerships.
- Built scalable team processes, performance measures, integrated digital campaigns, and HubSpot-based pipeline visibility while managing budgets, P&L performance, and external agency relationships.

Sales & Marketing Strategist (Contract) Highland Cabinetry Inc.	Mar 2025 - Apr 2025
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Tempe, AZ

- Advised on B2B sales strategy, CRM performance, forecasting, and marketing effectiveness across six manufacturing product lines; used Salesforce, HubSpot, and KPI dashboards to strengthen pipeline visibility and operational decision-making.

Business Development Manager AME Landscape Companies	Sep 2024 - Mar 2025
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Phoenix, AZ

- Led integrated business development and digital marketing strategy, increasing qualified lead generation by 75%+ and improving campaign ROI by 30% through market segmentation, CRM automation, and cross-functional execution.
- Customized HubSpot and Salesforce workflows to reduce sales-cycle length by 25%, double campaign engagement, and improve pipeline management across residential and commercial markets.

Director, Investor Equity Partnerships & Business Development Proferty	Jun 2023 - Oct 2023
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Phoenix, AZ

- Expanded the national investor network to 33 partners across nine states; negotiated multi-million-dollar equity partnerships and built financial models and market analyses for executive and board-level decisions.
- Launched an automated investor onboarding and partnership platform that reduced ramp-up time by 75%; trained teams nationally on pipeline management, marketing automation, virtual support, and KPI dashboards.

Vice President, Acquisitions & Assets RE/MAX Homes & Properties	Sep 2022 - May 2023
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- Founded and scaled the brokerage's wholesale acquisitions division, generating \$3M+ in new revenue; improved response time by 75% and close rates by 30% through CRM automation and lead-management systems.
- Led asset valuation, acquisition strategy, investor marketing, and capital partnerships across residential, multifamily, and commercial assets; supported launch of an in-house REIT and onboarding of 200+ participants.

Real Estate Sales & Program Director (Contract) Hague Partners / 72SOLD	Feb 2016 - Sep 2022
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Scottsdale, AZ

- Launched and scaled the 72SOLD listing program, generating \$9M+ in listings and achieving sale prices 8%-10% above MLS averages through differentiated pricing, marketing, and investor-channel strategy.

CORE LEADERSHIP CAPABILITIES

Enterprise Business Development | Revenue & Go-to-Market Strategy | ICP & Account Segmentation | Executive Relationship Development | CRM & Pipeline Architecture | Strategic Partnerships | Account-Based Marketing | Commercial Reporting & Forecasting | Market Expansion | Cross-Functional Leadership | Conference & Event-Led Growth | ROI & Performance Strategy

SELECTED STRATEGY FRAMEWORKS & WORK SAMPLES sawosmekresume.com