

Employee	Title	Job Description	Professional Experience
Roberta Baete	Operations & Marketing Manager	<p>Drive sales and marketing operations including management of:</p> <ul style="list-style-type: none"> •Pricing information for all clients/retailers. •Marketing analysis for all clients/retailers reporting on retail site product information, descriptions, images, PDF's and all other marketing support for client's programs. •Monthly Star Rating tracking and reporting •Develop GL training materials. •Develop/maintain sales operations processes •Manage National Sales Support (description below) •Payroll, Client Invoice, GL financials, sales report documentation •Task related conference calls and documentation. •New product previews-database and marketing campaigns •Client and buyer database •Competitive Marketing Analysis 	<p>2012 - Present Global Launch ~Operations Manager *Manage marketing, training, reporting, financials, and operation processes.</p> <p>1994-2012 General Electric Company ~Operations Manager/Program Manager/Training Director/Sales Manager *National Lead Program (created, trained and managed) driving additional GE sales growth, from competitive brands, exceeding \$9 MM of new business in less than two years while maintaining a 99% National Performance Survey rate of approval. *National Sales Support Program - created and managed sales support program for 175 Sales Representatives providing full support, assisting in increase of sales. Maintaining 98% National Performance Survey rate of approval for all years providing service. ~Area Sales Manager *Sales manager for both Retail and Contract Segments with revenue in excess of \$11 MM per year. Awarded Area Sales Manager of the Year due to exceeding Retail Sales growth by 160% as well as other top sales awards. ~Training Manager *Developed and trained 60 Area Sales Managers for both Retail and Contract Appliance Divisions. Retail training focusing on floor line ups, price points, marketing, advertising and Point of Purchase materials to maximize retail sales.</p> <p>1991-1994 LM Berry Company ~Advertising Manager *Sold, designed and published business ads in The Real Yellow Pages. Received multiple top sales awards.</p>