

RICHARD SOUFFRANT



CONTACT



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EDUCATION

MS, Supply Chain Management
Penn State University, World Campus
2020 – 2022

BA, SUPPLY CHAIN MANAGEMENT
Ashford University, San Diego, CA
2014 – 2017

CONSTRUCTION MANAGEMENT
Turner Construction School of
Construction Management
2010 – 2011

COMPLETED 4 SEMESTERS – Business,
Management, Marketing, and Related
Support Services
Clemson University
2004 – 2006



ATTRIBUTES

Leadership

Innovative

Flexibility

Teamwork



EXECUTIVE SUMMARY

Accomplished and resourceful management professional with over 10 years' career experience spanning across transportation, logistics, sales, business development and supply chain management. Known for exercising a pronounced solution focus in successfully driving business activity – even in the face of vibrant and recessionary markets. Proficient in lead generation and lead generations tools for sales management. Extensive success driving sales and business development via client relationship enhancement and managing sales teams. Excellent communication and relationship building skills with the ability to prioritize, multi-task, and work with personnel, clients, and key stakeholders. Exceptional leader, motivator, and team builder who is goal-oriented and excels in a fast-paced, high pressure environment.



EXPERIENCE

Business Development Manager

Fusion Logistics Services | June 2020 – Present

- ◆ Oversee sales hunting, lead generation, account management, and building supply chain solutions for all modes of transportation.
- ◆ Develop new modes of transportation such as heavy haul/project cargo, international and Reefer LTL shipping.
- ◆ Grow one of our biggest customers from \$10k per month in profit to \$20k per week in profit.
- ◆ Generate consistent monthly growth by building customer acquisition strategy.
- ◆ Quoted and managed a Heavy Haul project which was 2.1 million pounds and over \$200k in revenue.

SALES EXECUTIVE

Sunteckts | Jan 2020 – Mar 2020

- ◆ Remote sales executive for a \$2 billion dollar 3PL that offered Truckload, LTL, Drayage and Intermodal Rail services.
- ◆ Maximize retention and referrals by establishing and maintaining extensive relationships with key clients.
- ◆ Handled the sales & account management process from lead generation to billing.
- ◆ Brought over a couple of customers from previous company and performed several modes of domestic transportation with those customers.
- ◆ Project sales and determine profitability by reviewing operational records.

DIRECTOR – INSIDE SALES/BUSINESS DEVELOPMENT

Paddock Transport International, Orlando, FL | Oct 2017 – Jul 2019

- ◆ Developed two modes of domestic transportation (LTL and Project Cargo) while leading and developing a team of salespeople.
- ◆ Increased efficiency across the board by providing leadership to the management team to better align the marketing, sales and production departments.
- ◆ Maximized lead generation and account based marketing by partnering with field sales and marketing.
- ◆ Prospected, closed and managed a \$12–\$15,000/month in gross profit book of business while managing other duties.
- ◆ Hired 7 people, taught 4 of them the business of domestic freight brokerage.
- ◆ Recruited a senior executive in order to collaborate with and grow the heavy haul/project cargo direction of our business.
- ◆ Maximized sales productivity and quality customer engagement by effectively guiding sales team in use of sales automation tools



EXPERTISE

- ◆ Transportation and Logistics Management
- ◆ Supply Chain Management
- ◆ Sales/ Business Development
- ◆ People Management and Staffing
- ◆ Growing Start-Up Operations
- ◆ Multi-Million-Dollar Budget Management
- ◆ Innovative Product Development
- ◆ Evaluation & Negotiations
- ◆ Lead Development & Growth Strategies
- ◆ Business Plan & Marketing Material Creation
- ◆ Internal Stakeholder Management
- ◆ Channel Partner Development
- ◆ Account Management
- ◆ Regional & Individual Goal-Setting
- ◆ Territory Penetration
- ◆ Development & Closing
- ◆ Sales Prospecting, Forecasting & Closing
- ◆ Large-Scale Event Coordination
- ◆ Strategic Market Planning
- ◆ Customer Service & Client Retention
- ◆ Marketing & Promotional Strategies
- ◆ Project Management
- ◆ Domestic Truckload, LTL, Heavy Haul and Project Cargo Expertise
- ◆ Proficient in quoting, coordinating and managing Heavy Haul/Project Cargo
- ◆ International FCL, LCL and Airfreight Expertise
- ◆ Warehouse Cross Dock and Storage management
- ◆ Fulfillment, white glove and last mile proficiency
- ◆ CRM, TMS, WMS and ERP system knowledge

CEO/FOUNDER

BidLAN INC., Charleston, South Carolina Area | Jan 2015 – Sept 2018

BidLAN INC. offers a Software as a Service (SaaS) platform that acts as both a fully functional Supplier Relationship Management (SRM) and Bid Management application for Contract Originators (COs) within the Supplier Diversity space to meet their Supplier Diversity goals.

- ◆ The primary goal of BidLAN's platform and services is to aid Disadvantaged Businesses (DBEs) through the bid procurement process.
- ◆ Spearheaded all business development and marketing activities while overseeing the growth and profitability of the firm.

ACCOUNT EXECUTIVE

Road Raiders Logistics, Mt. Pleasant, South Carolina | Aug 2013 – Aug 2014

- ◆ Boosted the business unit with an annual run rate of over \$10 million dollars within a year by successfully taking a brand new venture.
- ◆ Sold and covered all modes of transportation (Jones Act ocean freight, international ocean freight, LCL, LTL, truckload, air freight, backhaul shipments)
- ◆ Identified improvement opportunities and implement successful changes by working cross-functionally with sourcing, operations, supply chain and finance.
- ◆ Developed and managed cost containment/savings strategies for logistics & transportation.
- ◆ Offered value added services such as consolidation as well as shipping privately owned vehicles within the Jones Act trade.

FREIGHT AGENT / OWNER

UTi Worldwide Inc., Charleston, SC | Jan 2013 – Aug 2013

- ◆ Transportation freight agent for one of the biggest 3PL's in the US. The primary modes of transportation offered were domestic truckload, LTL and Intermodal shipping.
- ◆ Exercised independent judgment and discretion in negotiation of freight coverage, customer and carrier relationship management, and price negotiation.
- ◆ Worked with truckers in order to keep them moving on dedicated lanes as worked with the SDDC in order to win military bids and cover their freight successfully.
- ◆ Gained an insight on how to run a successful transportation business and also expanded my knowledge within the transportation industry.

VP BUSINESS DEVELOPMENT

Big Daddy Drayage, Charleston, South Carolina Area | Jan 2009 – Jan 2013

- ◆ Developed a \$6.5 million dollar (in revenue) book of business which included several different types of customers; direct shippers, NVOCC's, freight forwarders, steamship lines and brokers.
- ◆ Dispatched for 9 months while still building my book of business.
- ◆ Managed the business development of two new markets for our company (Dallas and Houston).
- ◆ Managed customer relationships and their expectations regarding our services and act as single point of contact for vendors and customers.
- ◆ Increased inbound leads to support initiative of increasing new business by implementing marketing/sales plan
- ◆ Managed team initiatives, lead account planning meetings and set revenue expectations for monthly growth.
- ◆ Developed and implemented strategic/marketing plan focused on enhancing public image and client relationships.