

Jeffery A. Hebditch

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Director of Sales

Seasoned and strategic field leader with 21+ years of experience in sales, business development, account management, and developing high performance sales teams. Proven track record driving revenue growth, market expansion, and complex contract wins. Strong communicator and collaborator who leads diverse teams to deliver quantifiable business value.

CORE COMPETENCIES

- Strategic Sales Planning
- High value partnership engagement
- Sales team training and development
- Team Leadership & Mentoring
- Call Center Management and Training
- AI & Machine Learning Solutions
- Effective Sales Strategy
- Sales Recruitment and Hiring
- Channel Partner Development
- Proposal & RFP Management
- Cross-Functional Collaboration
- Complex Problem Solving
- Strategic Alliance Building
- Sales Forecasting & Analysis
- Project Management

PROFESSIONAL EXPERIENCE

WUKO INC. | OCTOBER 2023 - SEPTEMBER 2024

General Manager

- Led cross-functional teams in operations, sales, and customer service to drive an 18% increase in overall revenue within one year, ensuring alignment with company goals and market demands in the Greensboro-Winston-Salem-High Point area.
- Developed and implemented strategic business initiatives that improved operational efficiency by 14%, optimizing resource allocation, and streamlining processes to reduce costs and enhance productivity.
- Fostered strong client relationships by driving customer-centric initiatives and implementing feedback-driven improvements, resulting in a 27% increase in client retention and overall customer satisfaction.

PREDICTION3D | WASHINGTON, DC | 2018 – JULY 2023

Director of Sales and Business Development for AI and Machine Learning Solutions

- Recruited, hired, trained and managed a high-impact remote sales team of 11+ members, targeting the Department of Defense, top-tier commercial construction companies, federal facility restoration, & state/local government projects; transformed underperforming team into an elite unit, doubling productivity & building a robust sales pipeline valued at \$16M+ annually.
- Crafted and implemented a strategic sales roadmap for AI-powered cost estimation & construction scheduling software, aligning with commercial real estate developers, Federal, and Department of Defense to penetrate new US Air Force, US Army, and US Navy opportunities; achieved 27% increase in software adoption across critical segments within 12 months. Launched Autodesk Revit plugin sales strategy tailored to construction engineering, architecture, scheduling, & estimating teams, leading to \$5M+ in new business and solidifying partnerships with 50+ industry professionals, resulting in widespread product recognition and demand.
- Collaborated with cross-functional marketing & product management teams, providing key insights that shaped product development and go-to-market strategies, accelerating product enhancements & meeting evolving client needs, boosting overall customer satisfaction by 34%.
- Closed high-value integration projects with industry leaders such as Bechtel, AECOM, & Turner Corporation by tailoring solutions to unique enterprise pain points, resulting in \$10M+ in multi-year contracts & expanding Prediction3D's presence.
- Spearheaded Job Order Contracting initiatives at four major Air Force bases—Brooks, Kelly, Lackland, & Randolph—by streamlining contracting processes, resulting in a 27% reduction in project turnaround times, & strengthening Prediction3D's foothold in the federal sector.

SUMMIT PARTNERS, LLC | BALTIMORE, MD | 2006 – 2023

Owner & Operator

- Directed full operational management for a diverse portfolio of 5+ multi-unit buildings, including 22 townhomes and 12 renovated row homes in Baltimore's Patterson Park area; built a reliable network of local contractors, optimizing renovation timelines & reducing costs by 36% while enhancing property value by 29%.
- Led complex renovations and sales of 11+ Baltimore City row homes over the past 3 years, executing each project under budget & on time, resulting in \$3M+ in cumulative profit; created scalable processes to replicate success in future developments.
- Negotiated the profitable sale of 2 long-held multi-unit properties in Baltimore County, capitalizing on market conditions & generating a 48% ROI: reinvested earnings into expanding the Baltimore City portfolio, doubling rental revenue within 2 years.

- Forged strategic alliances with Baltimore's Section 8 program, ensuring compliance with government standards, securing long-term tenants, & maintaining a 96% occupancy rate across all properties; implemented tenant-focused initiatives, raising satisfaction scores by 40%.

W.W. GRAINGER, INC. | ANNAPOLIS JUNCTION, MD | 2015 - 2018

Government Account Manager, Public Sector, State & Local Government & Education (SLED)

- Managed accounts for NSA at Ft. Meade, US Army, US Naval Academy, NASA Greenbelt, Anne Arundel County Government, & US Coast Guard Curtis Bay; applied understanding of procurement processes to drive \$8M+ in sales, surpassing goals by 18%+ each year.
- Conducted daily sales engagements with CFOs, federal procurement managers, and finance heads to uncover needs & offer customized solutions, solidifying Grainger's status as a trusted partner & increasing repeat business from major accounts.
- Orchestrated large-scale procurement initiatives, optimizing supply chain logistics for DC Water and Sewer and other public-sector entities; reduced supply costs by 13%, minimizing procurement delays, and achieving a 91% on-time delivery rate.
- Supported SLED sector by developing tailored presentations and RFP responses that emphasized Grainger's value proposition, winning competitive bids and increasing market share by 19% within core government segments.

AT&T GOVERNMENT SOLUTIONS | VIENNA, VA | 2007 - 2014

Global Account Manager

- Managed relationships with high-profile clients, including the Executive Office of the President, White House Communications Agency, Department of Homeland Security (DHS) agencies, Immigration and Customs Enforcement (ICE), and Citizenship and Immigration Services (CIS).
- Spearheaded the standardization of federal private network security strategies for the Department of Homeland Security, ensuring robust compliance and enhancing overall security protocols across multiple agencies.
- Successfully led the pursuit and secured the NETWORKX universal contract for Citizenship and Immigration Services, contributing to AT&T's revenue growth and solidifying long-term client partnerships.
- Developed and strengthened strategic channel relationships with small businesses to integrate their services into AT&T's product offerings, broadening market reach and enhancing solution delivery.
- Consistently exceeded annual revenue targets of \$6M through proactive account management, business development, and delivery of tailored solutions that addressed client needs.
- Designed and implemented advanced mobility solutions that not only met but exceeded the technical and operational expectations of customers, internal engineers, and strategic partners.
- Established a dedicated infrastructure within AT&T's executive leadership to manage and oversee Workplace as a Service (WPaaS) requirements, streamlining service delivery and improving customer satisfaction.
- Responsible for all network, wireless, and consulting business contracts with the USDA, the US Forest Service, APHIS, Agricultural Research Service (ARS), Economic Research Service (ERS), and the Food Safety Inspection Service (FSIS)
- Achieved over \$3.8 mm in yearly sales

RISING EDGE TECHNOLOGIES | HERNDON, VA | 2003 - 2007

Director, Business Development

- Manage a team of 4 salespeople managing the US Army, Navy and the US Intelligence agencies
- Expanded organizational presence in key areas within Intel and Department of Defense (DOD) agencies. Marketed and sold SIGINT (Signals Intelligence), ELINT (Electronic Intelligence), and signal archive capabilities, driving new business and revenue growth.

EDUCATION & PROFESSIONAL DEVELOPMENT

MBA, Management & Finance, Loyola University Maryland
BS, Business Administration, Towson University

IT SKILLS

Microsoft Office Suite (Word, Excel, Outlook, PowerPoint) Salesforce, Microsoft 365, HubSpot