

Sonja A. Greene, MBA

EXECUTIVE MANAGEMENT

*Professional and Business Development | Finance | Healthcare
Strategic Management and Planning | Program and Project Management*

CAREER SUMMARY:

- Accomplished Executive with more than 20 years of successful Business/Finance/Healthcare Development and Executive Level experience in managing finance, operations, and personnel at the district, regional, and corporate level.
- A track record that consistently demonstrates exceeding profitability goals and executing business plans that transitioned underperforming sectors to performing which increased revenue and market share.
- Motivational leadership style with a reputation for building and retaining motivated and successful teams. Excellent skills in identifying and capitalizing on growth opportunities in diverse industries.
- Accomplished goals of diverse platforms and programs to operate more effectively and efficiently in various workforce levels.
- Strategic planner in programs and projects for successful outcomes making goals obtainable and profitable.

Core Competencies:

**Recruiting/ Hiring/ Retention
Expansion/ New Market Development
Concept Branding/ Marketing
Public Relations/Press Conferences
Change/Transition Development
All Microsoft Programs
School of Business Instructor**

**Finance/Expense Control
Purchasing/ Contract Negotiations
Client Satisfaction/ Loyalty
Client Relations
Trainer/Career Development
Professional Management Trainer
Professional Business Coaching**

EXECUTIVE EXPERIENCE:

GREENE DEVELOPMENT INC.

2013-Present

Federal and State Government Contractor/ Administrative Services

- Business relationships with Land Grant Institutions and Alabama Universities, Auburn University, Alabama A & M, University of Alabama Huntsville.
- Established business relationships with several Women Owned companies in North Alabama and other Small Business Directors across CMS, CDC, DOD, and NASA.
- Successful Project Manager for various boards to raise scholarship dollars, nontraditional student funds, and other community focused needs.
- Program Management 7j Management and Technical Assistance Project-Business Consulting The Catalyst Center for Business and Entrepreneurship-One On One Executive Coaching
- Facilitate professional conference groups of more than 250 attendees.
- Business Strategist with Government Agencies for Small Business Development-NASA, Dept. of Treasury and MDA.

PROFESSIONAL EXPERIENCE:

HUNTSVILLE TIMES, AL.COM

2012-2014

Account Executive-Commercial Accounts

Present print and digital proposals to Key Account Clients with volume over 50K. Manage accounts statewide and nationally. Successfully exceeded monthly goal in current role.

- Negotiate rates and terms for profitable marketing for Huntsville Times.
- Quarterly forecasting for business planning and success.
- Community involvement with various organizations to position business relationships and rapport.

STRATEGIC PLANNING

AFA, HUNTSVILLE, AL

2011-2012 Volunteer

Executive Director

Senior Manager of AFA. Develop, design, and implement the strategic plans for AFA. Foster professional organization culture. Plans all future business plans for the organization. Secure all funding through events, sponsorships, and marketing. A strong strategic thinker and team builder.

- Executed AFA's expansion state-wide.
 - Implemented electronic business presentations to potential sponsors and investors.
 - Implemented all avenues of social networking to the Marketing Team for increased visibility and decreased expense.
 - Streamlined communication methods between directors for effective time management.
- Schedule and attend all meetings with various groups within the business community.
- Implemented working business plans to strengthen the organization in the presence of interested businesses to foster strong business relationships.

HEALTHCARE

PDI, INC., NORTH AL

2010-2011

Professional Representative

Professional Sales Representative for marketing and promotion of pharmaceutical products to medical professionals and physicians. Accountable for all strategic marketing plan executions, business development, and sales.

- Formulated pre-sales strategy, i.e., planning, goals and objectives IAW company policy for new and existing customers prior to execution.
- Negotiated fair and reasonable prices on behalf of the patient for required levels of medical support with coupons and discount cards at the pharmacy level.
- Utilized interpersonal skills in coordinating these efforts and business plan execution.
- Effectively and efficiently utilize all Microsoft Programs.
- Provided excellent after-sales support and assistance.

ABBOTT LABS, NORTH ALABAMA

2008-2009

Territory Manager/Business Developer

Territory Manager and Business Developer for multi-million-dollar specialty pharmaceutical drug. Planned, developed, established, analyzed, reviewed, assigned, and approved all areas of responsibility. Responsible for managing complex customer programs/workload and balancing the needs of multiple customers. Directly responsible for organizing all new business activities with customers.

- Responsible for overall program goals and objectives to include administrative policies, procedures, and precedents applicable to numerous management programs within my territory (i.e., organization planning, manpower management, operations management, personnel management, training management, information management, and review and analysis.
- National Leadership Awards
- Appointed Team Lead for the Alabama District

GLAXOSMITHKLINE PHARMACEUTICAL COMPANY

2003-2008

Senior Pharmaceutical Sales Representative

Proven performer in every job opportunity that included products and services. Provided the best possible customer service to ensure customer satisfaction, retention, and growth. Team Lead for the Billion-dollar industry of respiratory, overactive bladder and anti-viral therapeutic areas. Led team to carry out complex projects and programs. Fostered the development of other team members by providing guidance and sharing expertise.

- Coordinated National Speakers for Regional Conferences
- Managed and Utilized Resources for Business Development in Alabama for Billion-dollar product.
- Successfully executed detailed business plan to increase market share and market volume by 15%.

FINANCE

SOUTHTRUST BANK, NORTH AL

2001-2003

Bank Officer/Business Portfolio Manager

Senior leadership role in the bank. Prepared and evaluated all proposals, bids, and or quotes to include cost or price analysis in written and oral presentations.

- Instructed, advised, and provided guidance to higher grade financial specialist where needed or desired relative to the commercial business portfolio process.
- Worked with other senior level management to establish new fundamental concepts criteria and stimulate the development of new policies, methodologies, and techniques.
- Assessed and provided strategic direction for the resolution of critical problems and procedures.
- Took North Alabama Region from no revenue to the highest revenue in the region and number one in the company.

LANE COMPANY

1999-2001

Business Manager

Exceeded sales goals using creative selling techniques to appeal to the appropriate customer. Maximized sales potential by implementing marketing plans, product knowledge, and monitoring market trends.

Responsible for all finance and accounting for the property. Prepared purchase orders, contract pricing for all maintenance and contracted work for all purchased materials, appliance parts, and services.

EDUCATION AND CREDENTIALS:

Master of Business Administration • Auburn University, Auburn, AL, May 2011

Bachelor of Science • Management of Technology • Athens State University, Athens, AL.

GCC Series Government Contracting Credentials Series Certification Level 4

INSTRUCTOR:

- **Athens State University** School of Business **2017-2019** **Adjunct**
- **ITT** School of Business | Madison Site **2011-2014**
- **WEDC Foundation** Business Etiquette **2014-As Needed**

COMMUNITY:

- Huntsville Madison County Auburn Board-President
- Huntsville Botanical Gardens Board Member
- Women's Economic Development Council-HATS Representative, Immediate Past Board Member
- WEDC Foundation-Marketing Co-Chair-Immediate Past
- The Catalyst-General Business Coach
- Women's Business Council-Huntsville/Madison Hospital Foundation