



Director of Ridership
Development

Core Skills Portfolio

Interview Presentation

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Prepared for SORTA

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CORE SKILLS



As SORTA sets out to implement the transformation made possible by the historic passage of Issue 7, you will benefit from my unique combination of talents.

"I'm a senior business development professional with a robust regional network and a reputation for closing difficult deals; with the heart of a public servant".

Amy Rasmussen
Strategic Development Leader

CORE SKILLS

Below are a few of my resume highlights that meet your job description for the Director of Ridership Development position.

SKILL	Benefit	Description
DIRECT SALES	Robust pipeline of prospects and business connections	<ul style="list-style-type: none"> Carefully targeted database <ul style="list-style-type: none"> ✓ List build ✓ Lead Nurturing Tenacity for follow-up for strong close rate (over 30%) Managed 1000+ local contact CRM database
PRESENTATION	Strong written and verbal communication	<ul style="list-style-type: none"> Tailoring medium and formality of message to various audiences <ul style="list-style-type: none"> ✓ C-Suite ✓ Facility Managers ✓ Procurement Manager ✓ Internal Teams/Managers
RIGOROUS CONTRACT MANAGEMENT	Full Contract Compliance	<ul style="list-style-type: none"> Create/Follow 10+ key Performance Indicators (KPIs) Manage 50+ annual contracts from life cycle from inception to renewal Ensure contract compliance through internal and external legal, safety & liability departments
EXTENSIVE EXTERNAL FOCUS	Buck Stops Here Ability to work in ambiguity while motivating others	<ul style="list-style-type: none"> Autonomous work ethic <ul style="list-style-type: none"> ✓ Customer visits (2+ Weekly) ✓ Employee meeting (2+ Weekly) ✓ External Networking and Prospecting (2+ Weekly) Responsible schedule that mirrors the required metrics for growth assigned to the position
SALES PERFORMANCE	Ability to create and follow a sales cycle and retain relationships	<ul style="list-style-type: none"> Added \$15M revenue in 9 years <ul style="list-style-type: none"> ✓ 35% Manufacturing ✓ 20% Office ✓ 20% Construction/Industrial Projects ✓ 10% Medical ✓ 10% Contract Renewal ✓ 5% Education

MY FORMULA FOR SALES SUCCESS

ENGAGEMENT-THE NUMBERS GAME

The business of selling is a numbers game. I sell a labor commodity (janitorial services) in a highly competitive marketplace. I strategically manage my process through a formula of key activities that fill up the sales pipeline.

A typical close rate in my industry is 30%. To meet an annual goal of \$1M revenue, I successfully implement the following sales efforts:

- Cold calling
- Building effective partnerships
- Expanding network
- Referrals from existing network
- Additional services to existing customers
- Exceeding standard close rate



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“I am proud to be recognized for exceeding my individual contribution goals every consecutive year.”

Amy Rasmussen
Business Development Manager Since 2013
Facilities Services Industry

LEADERSHIP-COLLABORATION IS KEY

Throughout our enterprise, the Marsden/Scioto Cincinnati branch is well-known as the best when it comes to collaboration. It's a gray area between the role of sales and those who operate. I have an intuitive ability to discern when to go it alone and when it makes sense to invest the time of an internal subject matter expert. Because of the collaborative spirit between myself, operations, human resources, and national executive team, Marsden/Scioto Cincinnati boasts budgetary records for the most profitable, responsible business in the national portfolio. I am proud to take a lead in bringing in the right team at the right time to the right place to consecutively build morale and business!



TEAMWORK-BUILDING MUTUAL RESPECT

Contract management and client engagement are the driving force behind my business relationships. For instance, government accounts require a strict adherence to bureaucratic policies. In the case of Hamilton County Administration, I am proud to have successfully been awarded \$1M in annual business through four highly competitive bid cycles. The complex process involves multiple high-profile buildings, green building certifications, strict background checks and the unionization of our staff.

The Public Library of Cincinnati and Hamilton County is another example of my customer relationships. We are stewards of the taxpayers' dollars and the cleanliness of the library is always under a microscope.

In both cases, I support the facility departments of my customers by providing them with the proper documentation, work orders analysis, etc. so they can accurately speak to our service delivery before Commissioners, Board Members, and other public officials.

TENACITY-MY DRIVING FORCE

“Not college material. A vocational school with a clerical services career track is recommended”. The written words of a guidance counselor created a difficult pathway to success for an introverted young student, taking away my opportunity for a traditional college experience. Ironically, the experience gave me a lifelong tenacity. When facing challenges, I come from a place of being okay if I must work a little harder than someone else. I received an Associate of Arts degree from Columbus State Community College and a Bachelor of Arts degree from Capital University. I have a true grit for reaching my goals that has become of my biggest strengths in sales.

Ironically, my passion is for learning and my desire is for change. I tap into my network to stay relevant in my knowledge of my industry and the local economy. When a respected peer reaches out and asks for my consultation, I am humbled and honored that I can contribute and give back!



PROFESSIONAL ROOTS

PUBLIC SERVICE

My first full-time job was a public servant position. I served as Community Coordinator for the Columbus Metropolitan Housing Authority Office of Safety and Crime Prevention. I had the good fortune of finding a lifelong mentor and friend in my first Boss. Gary recognized my communications talent and nurtured me to use my skills. He gave me the opportunity to speak before residents, community officials and to work across partisan lines with elected government officials for the benefit of our mission. I discovered a knack for communications through:

- Completing criminal incident reports (admissible in court)
- Creating and compiling a monthly community newsletter (award-winning)
- Speaking before community residents on behalf of agency (sometimes volatile topics)
- Speaking to elected officials on behalf of residents and agency (calculated speeches)



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“I enjoyed mentoring Amy and watching her sharpen her communications skills for the benefit of low-income residents. Our meeting with Mayor Gregory Lashutka was just one example of our initiative to reach across party lines for the benefit of our community.”

Gary McCants (featured right)
Former Chief of Safety and Crime Prevention
Columbus Metropolitan Housing Authority

SELLING CLEANING IN A PANDEMIC

THE COVID CHALLENGE

Like most, COVID19 changed everything for the cleaning industry. We had to get our facts in order to continue serving our customers. Because of our heavy manufacturing clientele, my customer base was essential, open for business and anxious for my input on mitigation plans. I became a clearinghouse for information, relying on chemical experts, internal task force, industrial hygienists and EVS leaders, both internal and external. Because existing pricing structures did not make sense for large plants, and CDC did not have specific requirements, I assisted customers through the process of setting up contact tracing and best practice mitigation plans. Our emergency response unit was called out for COVID contaminations multiple times per week for over a year. I am proud to have been a part of keeping over 25,000 Cincinnati area employees and customers safe at work.



LOCAL CUSTOMERS

BUILDING RELATIONSHIPS

