# Robert A. Shore

## Summary of Qualifications

An extremely energetic, highly motivated, professional with over 30 years of experience in management, sales and marketing. A talented problem solver, with excellent interpersonal and business development skills. Areas of expertise include:

- **Sales Strategy**: Conceived/developed strategic and tactical elements of relationship based sales approach.
- **Sr. Level Relationship**: Experience managing and interacting with full spectrum of senior level leaders, both internally and externally.
- **Sales Organizational Leadership**: Building and rebuilding high performance sales teams. Compelling recruiter of sales professionals.
- **Organizational Alignment**: Fully adept in aligning sales organization to changing business strategy. Worked extensively with internal partners during change process.
- **Financial Management**: Built metric driven programs to maximize financial performance of business unit and producer segments.
- **Product Development**: Successfully developed and executed strategies for mature and emerging products – simultaneously.

## Professional Experience

**11/2007 – present shorespeak®**
**CEO & Chief Memorability Officer**

With an emphasis on sales and management, shorespeak specializes in assisting financial services firms, and affiliated companies, in increasing their top line through:

- consulting – working with senior leaders of sales organizations to formulate adjustments to current strategy and/or processes to catapult productivity
- coaching – one on one work with middle managers to improve professional and team performance
- public speaking – delivering the message of Increasing MQ-Memorability Quotient® through keynote speeches and workshops

Responsible for all facets of the firm including new business development, marketing, sales, joint ventures and relationship management.

Partial Clients List: Bank of America | Dreyfus | Fidelity Investments | Wells Fargo | Nationwide | MetLife | Genworth | VSR Financial | Aquila Funds

**1/1999 – 11/2007 Allstate Distributors, L.L.C.**
**President – 2005 to 2008**
**Executive Vice President/FID 2001 to 2005**
**Senior Vice President/National Sales Manager 1999 to 2001**

Leader of this division that distributes variable, fixed and life products for Allstate Financial, and its subsidiaries, to financial institutions, wirehouses and national planning firms. Oversight included wholesaling (internal and external), new business development and relationship management departments.

Highlights:

- Top line growth: 7 year CAGR 38.5%
- 2006 sales revenue (annualized) = $6.0 billion
- Allocated budget $67 million
- Developed core VA stories - Save it, Spend it, Pass it on….
- Reengineered Wholesaling and Relationship Management strategy
- Innovated revised compensation and bonus structures
- Championed product development design and deliverables
- Strategize and executed trade ad and PR campaigns
- Created multiple Producer marketing programs
- Overhauled CRM system - twice
- Consistent track record of profitable performance

Additional responsibilities included active internal promotion of ADLLC to Allstate Financial senior management and aggressive interdepartmental education of the sales organization process.

**1/1992 – 1/1999 OppenheimerFunds, Inc.**
**Vice President, Regional Sales Manager**

Represented firm's mutual funds and variable annuity products to bank, savings & loan and credit union registered reps. Originally began wholesale efforts in 8 western states. Through aggressive territory growth (1991 sales < $50 million in 8 states to 1998 sales $210 million in 5 area codes), region had been reduced 4 times. Played pivotal role in growing the firm's Financial Institution Division through active business development at senior levels of depository institutions. Achieved #1 or #2 market share at all key accounts. Top performing FID region for 22 consecutive months as well as 3 consecutive years. Worked closely with department director to develop new marketing plans. Acted as voice-over talent for a number of firm audio training tapes. Performed mentor role to new wholesalers in FID. Regionally requested public speaker and motivator. Managed assigned budgets within allocation each year.

**7/1987 - 12/1991 GNA Securities/HomeFed Investment Services**
**Regional Sales Manager**

Managed all sales and marketing activities of 16 account executives in 46 branches of HomeFed Bank involved in selling mutual funds and annuities through GNA Securities. Annual production of $40 million represented 100% increase over pre 1988 levels. Responsible for all recruiting, interviewing, reference checking, hiring, training, compliance, goal setting, counseling, and performance reviewing. Conducted monthly sales meeting emphasizing sales skills, closing skills, branch relationships, and product knowledge. Extensive contact with retail bank senior management to nurture the investment department relationship. Creative interaction with senior program management to develop effective training materials.

## Accreditations

FINRA Series 7, FINRA Series 24, CA Life Agent

Member: NAVA, BISA, NSA

Keywords: sales management, financial services, distribution marketing, sales force support, internal phone sales, field sales, field sales support, sales force marketing, regional management, national sales manager, director of sales, sales strategy, product development, sales incentive programs, account management, strategic account development, strategic accounts, regional sales management, external wholesaling, internal wholesaling, relationship management, organizational alignment, sales training, product training, new business development, sales compensation, marketing, distribution company, mutual funds, annuities, variable annuity, ETF