

# Michael Boon, Sr.

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## Business Development Specialist

*Consistently exceed corporate expectations by utilizing innovative marketing strategies and business operations*

A self-motivated, goal driven and results-oriented sales and business development professional with a solid record of developing effective business operation practices that lead to company growth and success. Possesses highly polished interpersonal and communication skills indispensable to client retention and relationship building with market professionals. Recognized for achieving and enhancing consistent company and sales growth. Proficient in the use of CRM, including Salesforce and various marketing channels and social media platforms.

### Professional Strengths

- Strategic Marketing
- Consultative Sales Techniques
- Commercial Real Estate
- Key Account Management
- Budget Management
- Business Logistics
- Operations Efficiency
- NPO Management & Organization
- Account & Revenue Growth
- Program Development
- Investment Management
- Negotiation, Persuasion, Closing Skills
- Training / Organizational Goal Setting
- Team Leadership
- Presentation/Public Speaking Skills

### Professional Experience

#### **BUSINESS DEVELOPMENT SPECIALIST** **The Lukens Group, Stuart, FL**

**2014 - 2016**

Responsible for various business development and marketing strategies for leading substance abuse and mental health treatment facilities. Managed numerous business operations, including budget analysis, program development, public relations and employee hiring, training and scheduling.

- Created and implemented the *Excellent Customer Experience* program, utilizing input from clients to produce effective programs
- Managed patient transfers from various institutions to facility, developing and maintaining positive working relationships
- Negotiated marketing contracts, assisting marketing companies and graphic designers with company branding
- Facilitated prospective clients tours, client admissions and managed client housing transition upon program completion
- Developed and conducted weekly staff information meetings to promote communication between staff and prevent conflict

#### **DIRECTOR/BROKER** **KW Commercial Realty Services, Boca Raton, FL**

**2014 - 2015**

Managed all aspects of the commercial real estate process for a successful firm in South Florida. Provided assistance and business development consultation services to other licensed brokers and licensed real estate agents.

- Prepared comprehensive, accurate and timely information for asset purchases, re-sales or leases
- Analyzed investments for long and short holds, tax deferred exchanges and cost segregation analysis
- Located buyers, sellers, owners and tenants of commercial properties nationwide by utilizing CoStar, LoopNet and ProspectNow
- Provided exceptional customer services, inventory knowledge and market trends to maximize client financial outcomes
- Implemented business operations to better align the marketing, sales, and administrative departments to increase efficiency

**BUSINESS DEVELOPMENT SPECIALIST- SALES**  
**MobileHelp, Boca Raton, FL**

**2009 - 2014**

Responsible for various business development strategies for leading provider of M-PERS (Mobile- Personal Emergency Response System). Assisted the Executive Management team with developing business practices that transformed the company from a start up to a multi-million dollar business.

- Developed relationships with clients nationwide, providing innovation product technology and GPS-based response systems
- Successfully turned prospects into regular customers by communication exceptional product knowledge and services
- Coordinated customer referral program and utilized customer feedback to improve productivity and customer satisfaction
- Created new brand awareness, through marketing, sales materials, and sales replication

**LICENSED REALTOR- COMMERCIAL DIVISION**  
**Commercial Real Estate, Boca Raton, FL**

**2006 - 2009**

Responsible for assisting clients through all processes of commercial real estate, utilizing advanced business development practices to assist clients with achieving their investment goals.

- Developed a wide network of referral sources and strong relationships with developers, contractors, attorneys, and investors
- Consulted with clients to determine their real estate investment plan, asses their needs and facilitate viable opportunities
- Successfully negotiated contracts, prepared Letters of Intent, and managed the sales process from start to completion
- Created new brand awareness, through marketing, sales materials, and sales replication

**BROKER/OWNER**  
**Exit Realty, Delray Beach, FL**

**2003 - 2006**

Responsible for assisting clients through all processes of commercial real estate, managed a team of 15 realtors and produced multi-million dollars in sales annually.

- Responsible for recruiting, training and motivating staff to exceed sales goals and performance expectations
- Developed sales and promotional presentations and innovative marketing techniques
- Created and implemented policies, procedures, and internal controls to ensure efficient business operations

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**Additional Professional Experience**

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- **Licensed and Ordained Minister**, Non-denomination Christian, Boca Raton, FL
- **Director**, The Lukens Foundation, Stuart, FL
- **Chairman**, Palm Beach County Sheriff's Correctional Ministry Board, West Palm Beach, FL
- **Volunteer Chaplain**, Palm Beach County Main Detention Center, West Palm Beach, FL
- **Minister/Founder**, Isiah 6:8 Ministry, Boca Raton, FL