

CATHERINE J. SIDOTI

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Summary

Results-driven sales and business development leader with **25+ years of experience** generating multimillion-dollar revenue across B2B and B2C markets. Proven expertise in **quota attainment, pipeline development, and executive consulting**, driving growth in healthcare, technology, real estate, and publishing, artist management. Proficient in **performance operations, team leadership, and business strategy**. Sales Force CRM proficiency as well as all Microsoft Office suites.

Experience

New York Family Dentistry LLC.

June 2023 – Present

Performance Operations Specialist

- Supported sales operations that generated **\$120K in weekly revenue**, equating to **\$288,000K monthly, and \$3,456,000M annually** across all offices.
- Ensured consistent **quota attainment of 80–100%**, driving alignment between operational performance and revenue goals. 2nd year increased revenue 20%
- Partnered with sales executives to **strategize, negotiate, and close deals**, directly contributing to business growth.
- **Built and maintained sales pipelines**, streamlining lead generation and conversion processes for higher efficiency.
- **Analyzed performance data and KPIs** to identify trends, optimize sales strategies, and improve closing ratios.
- Trained and mentored staff in **sales practices, pipeline development, and client engagement techniques**. PIP Plans, hiring staff, terminating staff, operations team development
- Recognized for a **competitive, results-driven mindset**, excelling in both operational leadership and quota-driven sales environments. Consult on all areas of business operations team lead.

VOQUZ Labs, Inc.

June 2022 – June 2023

Sales Development Manager

- Managed sales development efforts across the **United States and South America**, driving **\$1.2M in annual revenue**.
- Generated an **average deal size of \$22K** within the **B2B enterprise market**, selling to Fortune 500 and global organizations. Airport, OEM, Transportation, Telecomm
- Secured and expanded relationships with high-profile clients, including **Nike, major airports, and Infosys** (full client list proprietary).
- Led **outbound sales development and pipeline building**, contributing to a strong flow of qualified opportunities for the sales team.
- Partnered with global stakeholders to **optimize ERP solutions**, tailoring value propositions for enterprise-level customers.
- Recognized for success in **navigating complex global sales cycles** and achieving consistent business development targets.

Business Development Consultant

- Generated **\$900K in annual sales revenue**, specializing in **421A and ICAP tax incentive programs** for NYC developers and building owners.
- Closed B2B deals averaging **\$45K per client**, providing financial consulting solutions tailored to the real estate sector.
- Built and managed a pipeline of **NYC-based developers, property owners, and investors**, driving consistent business growth.
- Partnered with senior executives to **structure tax savings and incentive strategies**, creating long-term client value.
- Recognized for ability to **prospect, negotiate, and close deals** in a competitive, high-value consulting environment.

New Frontiers in Learning, LLC.*December 2019 – June 2021***Developmental Director of Outreach & Business Development**

- Drove **\$650K in sales within six months** by promoting Executive Function Coaching programs during the COVID-19 pandemic.
- Closed B2C and B2B contracts averaging **\$5K per client**, adapting all sales and service delivery to virtual channels (Zoom).
- Combining **business development and service delivery** roles, selling coaching services and providing direct coaching to clients.
- Expanded outreach and pipeline by engaging with both **individual clients and institutional partners**, strengthening brand presence during a critical growth phase.
- Demonstrated adaptability in shifting sales and coaching processes to a fully remote environment while maintaining revenue growth.

Sidoti Enterprises*June 2009 – December 2019***Organizational Business Consultant & Coach**

- Founded and operated an **independent consulting practice** during the 2008 economic downturn, delivering strategic solutions to multiple companies.
- Generated **\$9M in cumulative revenue over 10 years** through B2B consulting and executive coaching engagements.
- Advised and coached executives and teams from companies such as Honda, Venicom, Verizon, PSI Consulting, Worldwide Consulting, Empire, and Everything ATM. **Idearc Media, LLC.**
- Delivered **organizational development, business strategy, and revenue growth solutions**, tailored to each client's operational and leadership needs.
- Provided **independent coaching** in collaboration with neuropsychologists and families to help children achieve personal and educational goals.
- Demonstrated expertise in **business development, client relationship management, and executive-level consulting** across diverse industries.

Aeolian Artists International Management*2001 – 2009***Talent Manager**

- Managed talent contracts and relationships, generating **\$500K in revenue** over tenure with an average contract value of **\$3,000**.
- Negotiated agreements and secured engagements for artists, ensuring optimal terms and consistent income streams.
- Built and maintained **strong client and artist relationships**, enhancing retention and repeat business.
- Coordinated talent schedules, contracts, and promotional activities, aligning artist opportunities with business goals.

- Developed **business development strategies** to expand client base and increase revenue within the talent management sector.

EMAP Communications

1999 – 2003

Business Development Consultant

- Advised leading magazine publishers (including **MEED, European Plastics News, Internet Magazine, Broadcast, P&R Weekly, Architectural Review UK, Asian Plastics News, and Business Travel World UK**) on revenue maximization through advertising and sponsorship opportunities.
- Prospected, sold, and serviced advertisers/sponsors, including **DoubleClick, Dow Chemical, Boeing, Paramount, Motorola, Eastman, Chevron, Razorfish, Tenaris and Bechtel**.
- Achieved approximately **\$1M in annual sales by 2003**, contributing to **\$2M overall revenue growth**, closing **50% of new business**.
- Exceeded sales quotas consistently: **+20% in Year 1, +50% in Year 2, +60% in Year 3, achieving 100% in Year 4**.
- Collaborated with top-tier agencies, including **McCann, Ogilvy, FCB, Grey, Weiden & Kennedy, and Booz Allen Hamilton**, strengthening client relationships and business opportunities.
- Recognized for **strategic prospecting, high-value deal closing, and exceeding revenue targets** in a competitive B2B environment.

Skills

- Results-driven sales and business development (B2B & B2C) with quota attainment and pipeline
- Revenue growth and performance management, including sales forecasting and KPI analysis
- Team leadership, mentoring, and coaching to optimize performance
- Executive consulting and business strategy for global clients
- Lead generation and high-value deal closing
- PIP plan implementation
- Survey, interview and Focus Group Development
- Client relationship management and negotiation
- Data-driven decision-making and process improvement
- Industry expertise in healthcare, technology, real estate, publishing, and talent management

AFFILIATIONS AND PROFESSIONAL MEMBERSHIP

- Associate Member of Society for Industrial and Organizational Psychology (SIOP)
- Member of Society for Human Resource Management (SHRM)
- Member of Association for Talent Development (TD)
- Italian American Psychological Association (IAPA)
- PSI CHI International Honor Society
- Graduate Affiliate Member of the American Psychological Association (APA)
- New York State Psychological Association (NYSPA)
- Dissertation on Managerial Coaching of Gender and Ethnic Culture in Power and Change Management
- National Association of Italian American Women
- Association for Psychological Science (APS)
- CITI Training Certifications Completed in Behavioral Sciences (Prerequisites for PhD)
- Certificate in Coaching Methodologies Performance Based Coaching and Development

Education

Hunter College, City University of New York – Bachelor of Arts, Psychology BA

- **Cum Laude**

Touro College & University Systems – Master of Arts, Industrial-Organizational Psychology

- **Summa Cum Laude - MA 4.0**

Grand Canyon University – Doctorate, Industrial-Organizational Psychology

- **Summa Cum Laude – Ph.D. 3.88**