

# CATHERINE J. SIDOTI

New York City | 917-379-4384 | catherinejsidoti@gmail.com

## Summary

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Dynamic results driven sales development manager with a proven history of generating multi-million-dollar revenue through strategic pipeline optimization and enterprise level solution selling. Expert in building end-to-end sales workflows and executing aggressive outbound sales strategies to secure and expand Fortune 500 accounts. Leveraging a background in Industrial Organizational Psychology and performance coaching to accelerate lead conversion, reduce sales cycles, and drive predictable topline growth in competitive B2B (business to business) and B2C (business to consumer) markets.

## Professional Experience

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### Placement Coordinator

March 2026-Present

#### **Goodwill Industries Mission PACE NY NJ**

- Place Goodwill entry-level IT help desk personnel in jobs for post Bridge to Technology Goodwill Workshop
- Created the Soft Skills training in Body Language, Role-Playing for workforce development
- Attend relevant job fairs, conferences to identify employers, work with LinkedIn, Networking Database
- Coach for interview preparation to enable job readiness for job readiness and retention
- Facilitate workshops for soft-skills training ongoing, work with Excel, M-Talent, Sales Force Software

### Performance Operations Lead

June 2023 – March 2026

#### **New York Family Dentistry LLC.**

- Generate enterprise-wide sales operations producing \$120K weekly revenue, delivering \$3.4M annually while stabilizing forecasting accuracy and scalable growth across offices. Recruiting new employees, hiring.
- Sustain 80–one hundred% quota attainment by aligning operational execution with revenue targets, driving a 20% year-over-year increase through disciplined performance management. Managed staff of 110.
- Direct recruitment, coaching, and development driving 33% increase in sales productivity and improved team morale. Worked with Dentrix and Dental Proprietary Software, Excel, Docusign
- Deliver and tailor virtual sales solutions, achieving consistent 5k contact wins sustaining strong client connections.
- Collaborate with 11 sales executives on high-value deal strategies by delivering performance coaching and 360-degree feedback, driving faster pipeline conversion and increasing revenue and market share by 33%.

### Sales Development Manager

June 2022 – June 2023

#### **VOQUZ Labs, Inc.**

- Managed multinational sales development across the U.S. and South America, delivering \$1.2M in revenue.
- Generated \$22K average deal sizes by selling enterprise solutions to Fortune 500, airport, OEM, transportation, and telecom clients, increasing overall contract value.
- Secured and expanded strategic accounts including Nike, major airports, and Infosys, strengthening long-term partnerships and driving repeat enterprise revenue growth.
- Partnered with global stakeholders to align ERP solutions with enterprise needs, improving value positioning and winning complex, multi-region business engagements. Worked with Sales Force CRM, Docusign

## Business Development Consultant

July 2021 – July 2022

**City5 Consulting, LLC.**

- Generated \$900K annual revenue by advising NYC developers on 421A and ICAP tax incentives, driving high value client acquisition and sustained business growth.
- Closed B2B deals with an average of \$45K by delivering tailored financial consulting solutions.
- Built and managed pipelines of developers, property owners, and investors, ensuring predictable revenue
- Prospected and negotiated high-value deals in competitive markets, achieving consistent revenue targets and establishing a reputation for consultative excellence. Worked with Slack, Excel, RE Software, Docusign

## Director of Outreach & Business Development

December 2019 – June 2021

**New Frontiers in Learning, LLC.**

- Generated \$650K in six months by selling Executive Function Coaching, driving rapid revenue growth during the COVID-19 pandemic, expanding outreach and contact via Zoom, MS Teams and Google Meet
- Closed B2C and B2B contracts averaging \$5K by adapting sales and service delivery to virtual channels, maintaining consistent client engagement. Executive Function Coach for ADHD and Spectrum Clients
- Delivered coaching services while managing business development
- Expanded outreach and pipeline by engaging individual clients and institutional partners, strengthening brand visibility, and accelerating growth. Propriety Software customized for New Frontiers Clients

## Organizational Business Consultant & Coach

June 2017 – December 2019

**Sidoti Enterprises**

- Founded and operated independent consulting practice delivering strategic solutions. Sales Force, Excel
- Generated \$9M cumulative revenue over years through B2B consulting and executive coaching
- Coached executives and teams from major companies, improving leadership effectiveness
- Sold enterprise advertising contracts clients included Dow Chemical, Motorola, Chevron

## Skills

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Consultative Solution Selling    Lead Generation    Pipeline Development    SPSS    Qualtrics  
Coaching for Performance    Sales Force    Zoho    Canva  
Cross-Functional Stakeholder Management  
Strategic Market Penetration  
Revenue Forecasting; Instructional Design

## Education

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*Doctorate in Industrial-Organizational Psychology, Grand Canyon University 3.88*

*Master of Arts in Industrial-Organizational Psychology, Touro University 4.0*

*Bachelor of Arts in Psychology - Hunter College - City University of New York 3.2*

**Languages:** Italian Professional Proficiency; Spanish, Elementary Proficiency

Coursera AI Certification February 2026; Coaching Certification in Performance Coaching