GENO KALETA

SALES & BUSINESS DEVELOPMENT LEADER

Orland Park / Chicagoland | Gene@GeneKaleta.me | LinkedIn | GeneKaleta.me

EXECUTIVE PROFILE

Sales and business development leader with nearly two decades of experience across B2B growth, market turnaround, strategic accounts, distributor and channel partnerships, digital advertising, CRM/client-experience solutions, sales management, coaching, and cross-functional execution. Known for consultative, service-first selling, disciplined follow-up, margin protection, and connecting customer needs to reliable delivery.

Fastest-growing	Top 2	8+ years	100-120
Helped transform Chicago from the weakest-performing market	Ranked among the organization's top two performers	Hands-on CRM use across Salesforce, Bitrix, and Excel-based tools	SMB accounts managed across major digital portfolios

CORE STRENGTHS

Revenue Growth | Market Turnarounds | Sales Leadership & Coaching | Strategic Accounts | Distributor & Channel Partnerships | Digital Advertising | CRM & Salesforce | Website Strategy | SEO/SEM | Consultative Selling | Margin Protection | Cross-Functional Leadership

PROFESSIONAL EXPERIENCE

Business Development Manager

State Cleaning Solutions / State Industrial Products | Feb 2024 - Aug 2026 | Chicago Market

- Helped transform Chicago from the company's weakest-performing market into its fastest-growing market in roughly two years while ranking among the organization's top two performers.
- Strengthened distributor relationships through joint calls, referrals, coordinated field activity, customer presentations, and strategic-account development.
- Helped improve regional service from weakest to strongest by aligning sales, service, installation, operations, partners, and customer expectations.
- Protected margin through total customer economics, operational savings, service reliability, and long-term value rather than defaulting to price concessions.

Founder & Independent Consultant - Project-Based

Full Circle Consulting | Feb 2020 - Jan 2024

- Advised small-business owners on sales, customer acquisition, marketing, training, operating improvement, business viability, and practical growth.
- Designed an integrated print, website, social, SEM/SEO, and operating program for an anonymized owner-led business that contributed to approximately 500% growth.

Business Advisor

Dex Media / Yellow Pages / Thryv | Feb 2015 - Jan 2020 | Multi-State Territory

- Managed approximately 120 SMB accounts across Eastern Iowa, Southern Wisconsin, and Northeastern Illinois while based in Cedar Rapids.
- Sold digital marketing, CRM/client-experience, website, SEO/SEM, social, workflow, retention, and business solutions while self-sourcing new opportunities.
- Became a peer resource after being first in the market to sell a newly launched product to a new client.

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PROFESSIONAL EXPERIENCE - CONTINUED

Media Consultant / Account Manager / Mentor

Hibu / Yellowbook | Feb 2012 - Feb 2015

- Managed roughly 100 accounts while selling websites, SEM, SEO, online display, social media, and related digital programs.
- Translated client profit centers into website page structure, content direction, metadata, internal links, on-site SEO, and local/off-site visibility, including barnacle SEO.
- Recognized as a top digital producer and regional Top 5 President's Club performer.
- Mentored new and struggling representatives through ride-alongs, field coaching, difficult-account support, and regional training.

Sales Manager

View Marketing Inc. | Nov 2009 - Nov 2011 | Chicagoland

- Promoted from direct field sales into management within months; recruited, hired, trained, coached, performance-managed, and led a sales team while continuing personal selling.
- Reported directly to the company president and helped connect sales priorities with creative, marketing, and production execution.
- Supported digital content, email campaigns, lead generation, webinars, eCommerce initiatives, social presence, SEM, website content, and print/digital creative.

DIGITAL, CRM & SALES TECHNOLOGY

Approximately eight continuous years selling digital advertising and business solutions through Hibu/Yellowbook and Dex Media/Yellow Pages/Thryv. More than eight years of hands-on CRM use includes Salesforce at both organizations, Bitrix during a brief insurance assignment, and self-built Excel-based CRM tools used at Aflac and Indoor Media. Sold CRM/client-experience solutions at Thryv. Developing GENESIS as a high-level sales/CRM enablement concept; no commercial-launch, client, revenue, architecture, formula, or proprietary-workflow claims are made.

LEADERSHIP, COMMUNICATION & COMMUNITY

Nearly 20 years of elected and volunteer Junior Chamber International leadership, including Past Illinois Region Director, JCI-IL Ambassador, past State VP Finance, Leadership Training Chair, and Lombard JCI President. National-level debate and public-speaking experience as competitor, coach, captain, and judge; veteran presenter to audiences of 1,000+; Toastmasters participation and sales mentoring.

LEADERSHIP PHILOSOPHY

Earn trust, assess the real need, explain total cost and value, involve the true decision-makers, do not prejudge budgets, treat distributors as customers and partners, coach respectfully, and recommend what genuinely serves the customer.

EDUCATION & DEVELOPMENT

Columbia College - college coursework completed. Ongoing professional development in digital marketing, sales leadership, CRM, business strategy, AI-enabled sales tools, public speaking, and leadership training. No degree is claimed.

TARGET LEADERSHIP OPPORTUNITIES

Vice President of Sales | Vice President of Business Development | Regional Vice President of Sales | Senior Director / Director of Sales | Selective Digital Revenue Leadership