



Peter C. Ekstrom

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SUMMARY

Senior sales professional and venture capitalist with over 25 years experience selling solutions to small-medium sized business and Fortune 500 companies.

OBJECTIVE

Looking to broker sales meetings with target sales prospects on behalf of entrepreneurs and professional salespeople.

Areas of expertise include:

| | |
|--|------------------------------------|
| Real Estate Title & Insurance | Trade Management Systems |
| Commercial Insurance & Risk Mgmt. | Call Center Technologies |
| Financial Advisory & Wealth Management | Consulting & Professional Services |
| Legal & Accounting Services | Systems Integration |
| Enterprise Software | SaaS |
| Regulatory Reporting & Compliance | Litigation Support Technologies |
| Data Management | BPO - Outsourcing |
| Cyber Security & Malware Defense | Document & Content Mgmt. |
| Funds Transfer | Disaster Recovery & Contingency |
| Network Traffic Optimization | Planning |
| In-Memory Grid Computing | Cloud Computing |
| Software Application Development | Data Warehousing |
| | Business Intelligence |

EXPERIENCE



Dealbuilders, Inc. – 2002 - present

Since 2002 I have personally generated new business opportunities for hundreds of corporate and individual clients around the world. I broker sales introductions to sales prospects on my clients behalf in order to help them accelerate the close of new business. Since its inception, **The Dealbuilders “Referral Exchange Network”** has generated over \$10 million in new business for clients and brokered over 3,000 sales meetings with key decision-makers. www.Dealbuilders.com

Partial client list includes:

| | | |
|-----------------------------------|--------------------------|--------------------------|
| TouchClarity - Omniture | Olmstead Associates | Risk IQ |
| RedVision | Patni Americas - iGate | Lombard Risk |
| Interactive Edge | RVM – Litigation Support | TaaSera |
| Sharon Merrill Investor Relations | WANDisco | Iris Financial Solutions |
| Cashedge | Sofgen | Xtiva Financial |
| RedDot Systems | Exstream Software | CorrectNet |
| Empirix | Optimization Methods | Saratoga Data Systems |



Gold Call Training – 2006 - present

I am the creator of **The Gold Call Script-Builder Kit** - an internationally acclaimed e-learning sales training program that uses recorded telephone conversations with REAL sales prospects as a means to teaching professional salespeople and entrepreneurs how to successfully negotiate for the instant attention of sales prospects in all forms of communication. www.TheGoldCallKit.com

Partial client list includes:

| | | |
|------------------------------|---------------|---------------------|
| Administaff - Insperity | Ernst & Young | Exterro |
| CheckPoint HR | Kronos | WanDisco |
| Google Apps for Business | AXA Financial | Salesforce.com |
| MongoDB | Oracle | LPL Advisors |
| The Lubin School of Business | IBM | Quest Software |
| Pace University | Mass Mutual | Cardinal Healthcare |
| Halogen Software | Headsets.com | Thomson Reuters |



**Associate Professor of Sales & Marketing Communications
Pace University - The Lubin School of Business Administration**

I teach a highly specialized sales and marketing course at the Lubin School of Business Administration. My course is titled **'Turn Your Cold Calls Into Gold Calls'**. My Gold Call curriculum helps undergraduate students and MBA candidates master the negotiating skills they need to get their foot in the door and close sales to corporate executives.

PUBLICATIONS

- [The LinkedIn Prospecting Success Guide](#)
- [Is Cold Calling Dead?](#)
- [The Gold Call Blog](#)

EDUCATION

BA - Business Admin. University of Tampa

PHILANTHROPY

VeteranSalute.com, Bugles Across America, ASPCA, The North Shore Animal League, St. Jude Children's Hospital, The Salvation Army

LANGUAGE

Conversational Spanish

AFFILIATIONS

EDM Council NY, Toastmasters International, AA-ISP - American Association of Inside Sales Professionals

MEDIA

- LinkedIn** goo.gl/bMDIB5
- YouTube** youtube.com/user/GoldCaller
- Facebook** facebook.com/thegoldcallclub
- Twitter** @PCEkstrom
- The Gold Call Show** blogtalkradio.com/peter-ekstrom