

KRISTIN H. BENNETT

Bowling Green, KY 42103

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EDUCATION

Western Kentucky University

Bowling Green, KY

Masters of Business Administration

8/2011-12/2013

Western Kentucky University

Bowling Green, KY

Bachelor of Science, Business Administration

8/1981-12/1986

Cum Laude

ACADEMIC EXPERIENCE

Western Kentucky University

Bowling Green, KY

Executive in Residence

Center for Professional Selling, Gordon Ford College of Business 8/2020-Present

Courses Taught:

MKT 325 Personal Selling

MKT 424 Sales Force Management

MKT 425 Advanced Personal Selling

- Teaches and facilitates the learning process for students in the areas of Personal Selling, Advanced Personal Selling and Sales Force Management.
- Provides hands a hands on learning experience through the use of Personal Selling role plays with other students, faculty and corporate partners.
- Teaches through application of theory as well as 20+ years of industry sales experience.
- Facilitates corporate partner participation in the classroom and interaction with students through role play, lecture and hands on learning with outside sales professionals to develop relationships and provide students with real world classroom sales experience in multiple fields as well as provide internship and full-time opportunities for students.
- Acts as an internship supervisor for students participating in sales/marketing internship positions for class credit, ensuring that the students utilize the opportunity to the best of their ability by applying their classroom knowledge to industry experience.

- Conducts office hours to the availability of the students and sets targeted standards of conduct while meeting course objectives. Meets with students regarding any needs that pertain to course work and course materials as well as providing expertise in the area of job opportunities in industry.
- Creates student expectations by managing course outcomes throughout the semester.
- Assesses student work while abiding by the guidelines of the institution.
- Works alongside another Executive in Residence to prepare students for Professional Selling competitions in the region and nationwide.

Committee Work

- Assurance of Learning committee member 1/2021 - Present
Responsible for performing research and assessment to ensure the student mastery of learning competencies established by the Marketing Department of the Gordon Ford College of Business
- Gordon Ford College of Business Committee Task Force for Assurance of Learning 10/2022 - Present
Responsible for ensuring that the business majors in the Gordon Ford College of Business are mastering learning competencies for the College overall.

PROFESSIONAL EXPERIENCE

Bowling Green Chamber of Commerce

Consultant

1/2021 – 4/2022

- Provides consulting services with upper management in the areas of sales and sales management to improve sales team performance. Methods of assessment and learning include classroom style teaching, one on one consultations with staff as well as hands on, field observation of sales professional.

Ameriprise Financial, Minneapolis, MN

Recruiting Director

11/2019 – 8/2020

- Consult with financial advisors considering changing firms to determine if Ameriprise is the best fit for their practice and clients, while providing the resources and expertise necessary to provide a smooth and effective transition. Develop relationships with experienced advisor recruiting candidates and manage the recruiting pipeline by leveraging team resources, implementing best practices and activity. Maintain accurate and timely candidate records in recruiting contact management system and report accurately on results. Communicate advisor recruiting status and results effectively to internal and external audiences. Meet recruiting sales goals each year.

Starwood Capital, Arlington, VA*Regional Director, Senior External Wholesaler*

10/2017 – 1/2019

- Successfully introduce and manage the sales of a new investment product for the Southern OH, KY, TN, GA territory. Develop and maintain strong relationships with clients, meet and exceed sales metrics on a daily, weekly and monthly basis in terms of number of appointments and sales calls. Segment and target clients and prospects to increase Assets Under Management.

W. P. Carey & Co, New York, NY*Recruiting Director, Senior External Wholesaler*

9/2008 – 6/2017

- Manage the sales of multiple investment products to meet and exceed sales goals in the OH, IN, KY, TN territory. Further enhance relationships with existing clients and develop new relationships through referrals, prospecting and working with industry peers. Manage a territory budget, meet and exceed sales metrics on a daily, weekly and monthly basis, utilize a disciplined territory management system to segment and target existing and new clients. Exhibit strong presentation skills of complex investment product information to clients and end customers. Assess client needs and find solutions within a suite of products.

W. P. Carey & Co, New York, NY*Associate External Wholesaler*

9/1999 – 9/2008

- Worked in tandem with the Senior External Wholesaler to grow revenue in the territory as well as to manage marketing initiatives and strategic planning for the territory. Developed strong relationships with financial advisors within the territory. Developed and carried out successful marketing campaigns to target specific advisors resulting in higher penetration within the market group. Presented on regional conference calls and at regional and national sales meetings. Assisted in managing the territory to a fixed budget while meeting and exceeding sales goals

COMMUNITY SERVICE

Hotel INC

12/2022 – present

- Member of the Events Committee. Planned and executed events including fundraising, community awareness, graduation, for the non profit. Hotel, INC prioritizes working with individuals experiencing homelessness or living in the West End of Bowling Green to overcome obstacles, connect with local resources, and establish attainable goals for self-sufficiency.