

Vera Goodman

Director of Sales

New York City, NY, United States | [LinkedIn](#)

Multi-million-dollar sales leader specializing in experiential marketing and event solutions, with proven expertise building high-performing teams and delivering innovative brand activations.

EXPERIENCE

Director of New Business, Northeast Apr 2024 — Present
IPME (International Port Management Enterprises) *Compton, CA*
Leading new business development across the Northeast, securing partnerships with Fortune 500 brands and agencies. Developed multi-million-dollar proposals for outdoor trade shows, roadshows, and custom pop-up activations using container solutions. Collaborates with design, estimating, and production teams to deliver tailored event structures while expanding awareness of container-based solutions within CPG, auto, tech, and entertainment industries.

Director of Sales and Marketing Jan 2023 — May 2024
Precision Signs.com, Inc. *Amityville, NY*
Delivered \$8M in 2023 revenue by securing new contracts, accelerating project execution, and expanding trade show presence. Directed team of 4 sales professionals and 8 project managers while designing integrated marketing strategies across trade shows, digital, social, and industry events. Developed strategic market expansion plan and strengthened client retention through improved customer engagement.

Director of Sales Dec 2020 — Dec 2022
Apple Rock Displays *New York City Metropolitan Area*
Revitalized revenue by re-engaging lapsed trade show clients and opening new branding opportunities in corporate facilities and briefing centers. Directed Customer Success and cross-functional teams through full project lifecycles, negotiating major contracts and deepening multi-year agreements. Elevated team performance to 120% of Q4 2021 sales quota.

National Account Executive, New Business Development Oct 2015 — Sep 2020
SmartSource Computer & AV Rentals *Greater New York City Area*
Consistently surpassed sales goals, generating \$2M in personal sales by Year 2 while leading team to 115% of goal. Recognized with Customer Appreciation Award for executing high-profile programs for Mastercard, Central Park Conservancy, Aramark, and ABCO. Built strategic account plans for top-growth clients, increasing profitability and retention across technology and AV solutions.

District Account Executive Feb 2010 — Oct 2015
Cort Event Furnishings *Secaucus, NJ*
Achieved 50% revenue growth in first year by aggressively developing Manhattan territory. Executed multi-city nationwide tours for Google/Zagat, Mirrorball, and Live Nation. Designed innovative event layouts for high-profile activations including Project Runway, BET Awards, and Disney experiences. Received client recognition awards from Disney, Dow Chemical, and the Grammy Foundation.

EDUCATION

Fashion Institute of Technology
Bachelor's degree in Integrated Marketing Communications

Berkshire Hathaway
Strategic Sales Intensive

SKILLS

Furniture · Furnishings · Trade Shows · Sales · Fashion · Account Management · Hospitality · Corporate Events · B2B · Event Management · Event Planning · Social Networking · Marketing · Marketing Communications · Advertising · Sponsorship · Social Media Marketing · Marketing Strategy · Online Advertising · New Business Development · Salesforce.com · Fundraising · Budgets · Contract Negotiation · Sales Management · Selling · Social Media · Integrated Marketing · Business Development · Meeting Planning · Leadership · Strategic Planning · Experiential Events · Management · Marketing Event Planning · Event Production · Live Event Producer · Budget Management · Forecasting · Vendor Management · Vendor Contracts · Negotiation · Event Technology · Microsoft PowerPoint · Microsoft Excel · Planning Budgeting & Forecasting · Microsoft Office · Presentation Skills · Lead Retrieval · Attendee Registration · Sales Leadership · Experiential Marketing · Event Activations · Team Leadership · Project Management · Partnership Development · Corporate Branding · Digital Marketing · Client Relations · AV Solutions