Mark Hammar

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EXECUTIVE SUMMARY

20+ years of expertise in driving technical data strategies, customer acquisition, and business development that outperform competition and boost profits.

WORK EXPERIENCE:

Crosslists, Cross & Company Inc.   **2018-2024**
Director of Data Management

- Spearheaded sales and business development for a cloud-based company, driving revenue growth and streamlining operations.
- Integrated CRM system ZOHO and lead generator Seamless AI, resulting in synchronized workflows and increased lead conversions.
- Developed 'Trigger Changes,' a product accounting for 30% of total revenue, and introduced Unique Based Marketing (UBM) as the core business model. - Ensured website compliance with privacy regulations, including CCPA.

MCH Strategic Data   **2014-2017**
Broker Sales Manager

- Maintained and expanded relationships in the reseller marketplace, driving double-digit annual revenue growth.
- Specialized in custom data segments delivered through API and CRM applications.
- Led training on online count and order systems, increasing user adoption and support.
- Signed new long-term contracts, contributing significantly to year-over-year revenue increases.

Total Data Solutions LLC   **2007-2014**
General Manager/Owner

- Founded and led a data solutions company, reselling Acxiom, Experian, and Dun & Bradstreet data products.
- Secured over 500 new clients, achieving consistent annual growth of 15% over seven years.
- Built a business model focused on 'Big Data' integrated solutions and data hygiene services.

EDUCATION:

Southern New Hampshire University
B.S. Business Administration

PROFESSIONAL SKILLS:

Trainings: AI/CHATGPT | Professional Selling Skills | S.P.I.N. Selling | Fast Track and Directions in Selling | Toski Seminars | Carew Positional Selling Systems | Tom Hopkins Champions Unlimited
Personal Affiliations: Association for National Advertisers | Boston Postal Counsel | Hudson Valley

Direct Marketing Association | MFSA