

CHRISTOPHER CADORET

📍 Greater Chicago Area, IL

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\$350M Revenue Oversight | Driving Growth Through People, Culture & Strategy

Professional Highlights:

- Scaled and led high-performing sales organizations (up to 65 reports) across SMB and Mid-Market segments, sustaining a \$350M annual revenue portfolio while accelerating market share and client expansion using consultative, solutions-based selling across complex B2B portfolios (IoT, SaaS, VoIP, wireless).
 - Consistently recognized as a top-tier performer, securing multiple President's Club and Winner's Circle awards for surpassing aggressive growth, revenue, and retention benchmarks.
 - Achieved elite individual contributor status by personally driving 300% quota attainment for 25% of tenure and being named MVP in over 50% of months, setting multiple area sales records.
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PROFESSIONAL EXPERIENCE

VERIZON

September 2004 – December 2025

Director of Business Sales

November 2022 – December 2025

Led multi-state GTM strategy and sales operations across IL/WI and TX/LA, directing up to 65 direct reports and 640 cross-functional employees. Engineered a high-performance ecosystem that drove **50% top-line growth** and secured a **Top-3 national ranking** by bridging the gap between complex B2B execution and retail partners.

Notable Contributions:

- **Revenue & Market Expansion:** Managed a **\$350M annual portfolio**, scaling the business mix from 12% to 18%+ at enterprise scale. Delivered nation-leading results in phone gross adds and doubled e-code sales YoY through aggressive FWA and wireless growth metrics.
- **Leadership Pipeline Innovation:** Pioneered "**The Academy**," a proprietary talent development framework that unified regional training, fast-tracked 20 high-potential leaders, and yielded six executive-level promotions within the first year.
- **Strategic Turnaround (Chicago/Midwest):** Designed and executed the "**Foundations**" strategy to reverse regional declines and eliminate channel conflict, resulting in 2x participation across key growth categories and optimized go-to-market execution.
- **Culture & Performance Architecture:** Transformed organizational health by surging **Employee Engagement (Pulse) scores from 76% to 89%**, moving the region from the lowest-performing territory to a national leader in retention and morale.
- **National Strategic Influence:** Appointed to **National Tower Teams** to architect enterprise-wide CX/EX and growth initiatives, influencing national business mix strategies and high-level negotiations for complex B2B acquisitions.
- **Operational Excellence:** Implemented data-driven, multi-touch prospecting frameworks and solution-based selling models that strengthened pipeline health and stabilized revenue attainment in high-velocity markets.

Sr. Manager - Business Sales

July 2019 – November 2022

Spearheaded area business sales strategies and high-impact initiatives, driving a unified vision that propelled the organization to the #1 national ranking and led the country in net-add attainment. Acted as the primary strategic architect between retail operations and business sales segments, orchestrating an industry-leading 35% Business sales mix and significant market share expansion. Simultaneously strengthened frontline leadership effectiveness by implementing structured coaching, performance management, and accountability frameworks that transformed middle-management execution into a high-velocity growth engine.

Notable Contributions:

- **Record-Breaking Sales Performance:** Led nationally recognized regional teams to **150% of net growth** and **140% of B2B targets**, ranking #1 nationally for new client acquisition.
- **Strategic Turnaround Execution:** Engineered a scalable turnaround model for underperforming districts, utilizing data-driven diagnostics to achieve a 70% participation rate.
- **Channel Integration & Strategy:** Led the design of the **Maverick Program**, transforming retail teams into B2B lead engines, increasing conversion performance and establishing a long-term B2B bench.
- **Talent Development & Succession:** Created the **Career Portfolio** mentorship framework and piloted the national **Elevate** leadership program, directly resulting in the promotion of multiple direct reports.
- **Market Expansion:** Served as the primary liaison between retail channels and business segments, successfully driving cross-functional partnerships that maximized market share in the Business sector.

Business Account Manager

August 2017 – July 2019

Architected a high-performance B2B revenue engine by converting a regional footprint into a dominant business-to-business acquisition hub. Established lead-generation frameworks and mentored cross-functional teams on acquisition strategies, transforming below average-performing territories into national leaders for business growth. Strengthened total organizational effectiveness by implementing structured coaching and performance accountability frameworks that grew market share expansion and deepened enterprise client relationships.

Notable Contributions:

- **Business Development:** Drove 300% quota attainment for 25% of tenure by leveraging strategic sales blitzes and networking to outpace organizational growth benchmarks.
- **Performance Excellence:** Named **MVP in over 50% of the months**, breaking multiple area sales records immediately upon assuming the role.

Sr. Manager - Retail Sales & Operations

September 2012 – August 2017

Architected the strategic transformation of three diverse retail locations into premier centers of excellence by cultivating a high-performance, culture-driven workforce. Through the engineering of a scalable regional mentorship and succession framework for cross-functional teams of 25+, secured #1 regional rankings across Balanced Scorecard, NPS, Revenue Metrics, Growth Metrics and Pulse Survey metrics, effectively harmonizing operational precision with market-leading organizational engagement.

Notable Contributions:

- **Strategic Operational Turnaround:** Engineered the recovery of a distressed retail hub, catalyzing a record **450+ monthly acquisitions**—a **50% increase** over previous peak performance benchmarks.
- **Elite Regional Performance Rankings:** Secured the **#1 ranking** for Year-Over-Year Revenue Growth (2016) and **#1 in Overall Operational KPIs** (2015) across Northwest Florida, consistently outperforming regional peers in balanced scorecard execution.
- **Distinguished Leadership Recognition:** Awarded the title of **Top Sr. Manager** for the Southeast Market—the sole recipient selected for demonstrating peerless leadership in talent development and financial precision.

PREVIOUS EXPERIENCE

VERIZON | Assistant Manager - Retail Sales | 2010 – 2012

| Sr. Sales Rep | 2007 – 2010

| Sales Rep | 2004 - 2007

BALLY'S TOTAL FITNESS | Personal Training/Ops Director | 2001 - 2005

EDUCATION

Bachelor of Science Business Management | Business Management | University of Phoenix | Phoenix, AR

Associate of Applied Science | Business Administration | Monroe County Community College | Monroe, MI

CERTIFICATIONS

MEDDICC Sales Training

AI Professional – Google

Project Management Level One

Velocity Sales Methodology

AWARDS & HONORS

President's/Gold Club Award | 2019, 2022

Winner's Circle Awards | 2009, 2012, 2015

ALL-IN Award | 2018, 2022