

# CHRISTOPHER CADORET

(813) 480-5988 | [christopher.cadoret@gmail.com](mailto:christopher.cadoret@gmail.com) | [LinkedIn](#) | 📍 Greater Chicago Area, IL

## Relentless Growth & Revenue Sales Leader | \$650M Revenue Oversight | Culture and Talent Transformation

### Professional Highlights:

- 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.
- Scaled and led high-performing sales organizations (up to 65 reports) across SMB and Mid-Market segments, sustaining a \$650M 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.

## PROFESSIONAL EXPERIENCE

### VERIZON

November 2022 – December 2025

#### Director of Business Sales

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 our retail partners.

#### Notable Contributions:

- **Revenue & Market Expansion:** Managed a **\$650M 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.

### VERIZON

July 2019 – November 2022

#### Sr. Manager - Business Sales

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.

### VERIZON

August 2017 – July 2019

#### Business Account Manager

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.

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## VERIZON

September 2012 – August 2017

### **Sr. Manager - Retail Sales & Operations**

*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.

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## PREVIOUS EXPERIENCE

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Assistant Manager - Retail Sales | Verizon | 2010 – 2012

Sr. Sales Rep | Verizon | 2007 – 2010

Sales Rep | Verizon | 2004 - 2007

Personal Training/Ops Director | Bally's Total Fitness | 2001 - 2005

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## EDUCATION

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

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

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## AWARDS & HONORS

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President's/Gold Club Award | 2019, 2022

Winner's Circle Awards | 2009, 2012, 2015

ALL-IN Award | 2018, 2022