

ALEX BELL, FORTUNE 200 SENIOR SALES EXECUTIVE

Driving business growth and profitability via sales, business development, operational excellence, and client relationship leadership

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Senior Sales and Business Development Executive who catapults business growth and profitability, contributing to multi-billion dollar outcomes through sales innovation, client portfolio management, deep customer relationship leadership, and enterprise sales operations – for **Fortune 200, Synchrony Financial and GE (Capital Retail Bank)**. Partners across the business, shaping Sales and go-to-market (GTM) strategy to build, scale, and expand lines of businesses (LOBs) and revenue streams into adjacent and new markets across financial services, consumer/retail, healthcare, insurance, and automotive markets. Dynamic people leader, known for building/leading high-performing, motivated organizations via a culture of inclusivity, energy, and execution. Leverages **Kellogg EMBA and NFL** playing experience to solve complex business challenges with agility and resolve – taking a big-picture view and honing in on strategic solutions – with decisive leadership.

LEADERSHIP HIGHLIGHTS

- **Multi-billion-dollar Sales Growth** – Contributed to **Fortune 200 Synchrony's \$6.2B revenue growth**, from \$13.9B+ to \$20.1B+ and to \$185B in annual sales in 2023. Delivered double-digit growth – 20% revenue growth in 2023 and +11% increase to support Synchrony's \$17.5B+ annual revenue, 2021/2022, including during recession.
- **Business Development Leader** – Lead strategic BD end-to-end, from identifying, prospecting, structuring complex multi-year deals to **secure key, medium/large industry clients**, driving innovation to identify, build, & expand LOBs.
- **Sales Operations Excellence** – Developed/executed Sales Ops scaling strategy – coalesced and directed cross-functional leaders (Sales, Enterprise Ops, Finance, Marketing, Risk, Credit, & Compliance) in aligning Sales and BD operations across all business processes, tools, and systems, ensuring compliance – delivering 91% adoption rate.
- **Sales Organization Turnaround** – Led critical turnaround/transformation for Synchrony's underperforming Sales organization – contributing to **\$3B+ revenue growth**, from \$13.9B+ to \$17B+ (2016-2018) via change management, right-sizing organization, and retail industry expertise. Awarded for **achieving #1 ranking & 19% YOY growth**.
- **Client Relationship Expert** – Turned around/renewed **\$90M client deal** with top healthcare leader. Took lowest-ranked region from score of "D+" to an "A" in client relationship scores via doubling client touches, data analysis/segmentation, and partnering with client C-suite. Enabled client to reach 15% YOY growth same year.
- **Strategic Sales Operations** – Led development of scalable, automated enterprise digital platform to support Sales Ops, leveraging Agile Methodologies, providing Synchrony (18K FTEs) with aggregated client information and capabilities across all products, channels, and features. Critical implementation avoided +\$100M in potential fines.

EXECUTIVE EXPERIENCE

Synchrony Financial (NYSE: SYF) ♦ Los Angeles, CA ♦ *Financial Services firm \$20.1B+ revenue (2023)* **2014 – Present**

VP BANKING DEPOSITS AND SPECIALTY CLIENT LEADER, 2024 - Present

Lead key activities across seven of Synchrony's top clients, including industry giants such as **PayPal, Venmo, Lowe's, Amazon, and Sam's Club**. Lead collaborative efforts with General Managers and cross-functional teams to drive compliance, risk management, audit processes, and regulatory deliverables for banking deposits and specialty clients (\$9B+). Demonstrate strong communication skills and the ability to manage through influence, critical in leading cross-functional initiatives and ensuring the seamless execution of strategic objectives.

- **Program management and execution through audit efforts with PriceWaterhouseCoopers**. Plan, prepare, and coordinate requirements and deliverables to support Synchrony Sales Governance. Developed and implemented business-wide strategic imperatives within the client oversight program, ensuring comprehensive compliance and governance.
- **Leveraged data analysis, reporting, and active listening** to enhance Quarterly Client Team Reviews, enabling the early identification of potential issues. This proactive approach saves millions in remediation costs and significantly increased the impact on client teams.

VP SALES & BUSINESS DEVELOPMENT, 2022 - 2024

Advanced to secure, lead, and nurture multi-year relationships with prospective and top strategic clients across key market segments in alignment with Synchrony's growth goals. Drive all aspects of account leadership and operations across the client journey – from strategic development, client needs assessment, and execution to surpassing client success. Partner across the business with Marketing on product, brand, markets, and sales strategies, as well as Risk, Finance, Credit, and Pricing to ensure P&L items generate maximum profitability for both Synchrony and the client.

- **Secure client accounts of ~ \$1B.** Drive BD/sales innovation in identifying prospects, building new lines of businesses and expanding into markets including auto, consumer retail, insurance, and healthcare among others.
- **Contributed to Synchrony's \$20.1B+ revenue** attainment (Sep 2023) a 18.28% increase YOY from 2022 through sales and business development innovation and strategic execution.
- **Structure, negotiate, and close/renew multi-year deals**, including retailers, e-tailers, associations, buying groups, industry adjacencies, and consultants. Expert in delivering services/products' value proposition across markets.
- **Lead business development end-to-end** across the operational cycle – both for the success of Synchrony and that of client. Identify/analyze ideal client, develop customized client offerings to help grow their business, review prospect P&L to ensure their financial health, and partner with Finance/Pricing to ensure ROI.
 - Guide client deal from structuring, performing negotiations, securing deal and partnering with Integration and onboarding to ensure client satisfaction, growth, and success.
- **Set/shape Sales & Business Development strategy**, partnering across Synchrony to align Sales strategy to overall business goals, executing to transform sales/BD operations, service offerings, and performance.
- **Balance account growth strategy** and sales operations to deliver efficiencies including digital transformation and quantitative data analysis, while overseeing/leading multiple work streams, clients, and markets.
- **Deliver business growth** across key existing markets while penetrating new/adjacent target markets to expand future growth. Partner with existing clients to grow their businesses while selling new Synchrony services.

VP SALES OPERATIONS ♦ Los, Angeles, CA ♦ 2021-2022

Promoted to spearhead a strategic Sales turnaround and transformation via end-to-end digital tools and capabilities to a seasoned Sales organization – which resulted in a 90% adoption rate. Led development and delivery of a new enterprise, automated digital Sales platform, transforming to a new method and model of selling across all products and channels, while streamlining the Sales Ops processes and driving efficiency.

- **Contributed to Synchrony's \$17.5B+ annual revenue** (2022) – an 11.26% increase from 2021 via strategic sales operations end-to-end and build out of enterprise-wide systems, supporting \$166B in sales execution.
- **Led development of automated enterprise digital platform** providing all Synchrony functions with aggregated client information/capabilities across all products, channels, and features. Coalesced the right stakeholders and teams of 30+, created cross-functional strategy and operational plan – delivering 3 mos. early and \$300K under budget.
- **Scaled Sales Ops via digital transformation** with state-of-the-art platform – led operations accommodating users globally across all functions from Sales, Enterprise Ops, Finance, Risk, Marketing, and Credit through Compliance.
- **Ensured compliance and avoidance of ~\$100M fines**, guiding entire company to operate within Office of the Comptroller of the Currency (OCC) standards.
- **Solved Synchrony critical non-compliance issue**/receipt of a Matter Requiring Attention (MRA) due to lack of cohesive structure providing accurate client capability/information. Also ensured the provision of accurate information for Synchrony's client to, in turn, provide their clients with accurate 3rd party information.

SALES & CLIENT RELATIONSHIP EXECUTIVE ♦ Los, Angeles, CA ♦ 2018-2021

Advanced to lead end-to-end sales and client relationship management for Synchrony's marquee clients from inception and complex deal structure, through close and support, partnering with Marketing, Finance, Risk, and Credit. Introduced and executed new capabilities and sales innovations to drive organic business growth.

- **Contributed to \$2.7B+ annual revenue growth** and \$149B in sales (2018-2019), partnering with C-suite in innovative, strategic long-and-short-term initiatives to support business growth while rolling up sleeves to solve issues.
- **Turned around/renewed \$90M client relationship** with a healthcare industry leader. Coalesced cross-functional leaders across Finance, Marketing, and Risk to structure complex deal, incentive plan and contract clauses.

- **Built/implemented digital transformation** via Salesforce, enabling 150+ remote sales employees to be better informed and communicate accurate information on client businesses.

REGIONAL SALES EXECUTIVE & CLIENT PARTNERSHIPS ♦ Philadelphia, PA ♦ 2016-2018

Brought in to/and turned around and rebuilt an underperforming Sales organization of 10 FTEs via strong Retail sector expertise. Transformed sales strategy in pursuit of driving sales and portfolio growth across Consumer Retail industry. Led change management and right-sized organization across 14 states. (Asked to stay after GE divested GE Capital, when company became Synchrony). **Awarded for achieving #1 ranking & 19% YOY growth; #1/25 in 2016.**

- **Turned around/transformed Sales** via change management, new Sales and BD strategies, portfolio management, and strong client focus to **contribute to \$3B+ revenue growth**, from \$13.9B+ to \$17B+ (2016-2018).
- **Grew/managed a \$280M key retail portfolio client** with +180 stores across 14 states, while increasing sales and profitability by 15% for client despite retailer experiencing double-digit foot-traffic decline.
 - Delivered 25% sales and EBITDA increase for key retail client over prior year via employee incentive program.
- **Turned around lowest ranked region** – taking client scoring a “D+” to achieve an “A” via doubling client visits, strong partnership, and client needs /alignment – exceeding expectations.

GE Capital Retail Bank (NYSE: GE) ♦ Charlotte, NC ♦ *Subsidiary of GE, with \$119.4B+ revenue (2016).*

2008 – 2014

FIELD SALES LEADER & PARTNERSHIPS ♦ Charlotte, NC ♦ 2013-2016

Led sales and credit partnerships across 5-state region across consumer products, including the largest US toy retailer. Strategically grew accounts and increased revenue on a regional and store basis.

- **Drove 22% YOY growth**, achieving 112% to target. Selected for Development Program among 250 top employees.
- **Led team on upcoming acquisition analysis** of best field sales model, and on companywide exploration of hospitality industry – presented finding and multiple scenarios and recommendations to Platform CEO and Leadership Team.

PRACTICE DEVELOPMENT & SALES LEADER ♦ New York, NY ♦ 2008-2013

Shifted the marketing and sales paradigm for hundreds of clients across the healthcare, medical, dental, and veterinary providers in NYC metro area. Managed a region of >1,500 dental and veterinary practices, and trained thousands of doctors and their staff on methods to increase their practices’ revenue and profitability via GE retail financing services.

- **Exceeded \$39M target by \$7M** – and was ranked #4 of 95 sales executives. **Enabled 20% regional expansion**, 2011.

Additional Experience

Quarterly Guest Lecturer, Kellogg School of Management, Northwestern University, 2019 - Present

Lecture alongside Harry Kraemer Clinical Professor of Leadership (former Chairman and CEO of Baxter International Inc).

Commencement Speaker, Kellogg School of Management, Northwestern University, 2019

Voted 2019 Commencement Speaker from a class of 77 students.

Arena Football League, NASHVILLE KATS, 2006

Kenny Award – Offensive player demonstrating the greatest leadership and work ethic.

National Football League, NEW YORK GIANTS, 2005

One of four Division III football players to sign an NFL contract in 2005.

Education & Certification

Executive Master of Business Administration (EMBA), Kellogg School of Management, Northwestern University, Evanston, IL 2019

- Organizational Transformation and Managing Diverse Organizations, Kellogg Miami
- Value Investing and Consumer Psychology, Kellogg’s Hong Kong University of Science & Technology

Bachelor of Arts, Media & Society, Hobart & William Smith Colleges, Geneva, NY, 2005

Certification: Adaptability & Resilience, McKinsey & Company, Nov 2022

Money20/20: Do.Better.Together. Amplify Mentor, Nov 2024