

MARK SIMPSON

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PROFESSIONAL SUMMARY

Executive sales leader and P&L owner with a record of measurable growth and full business leadership. Within 2.5 budget cycles at Tyco Retail Solutions, turned around an underperforming division, growing total revenue from R36M to R96M, a 167% increase, while owning full accountability across sales, marketing, operations, service, finance, legal, human capital management, and international channel development. Exceeded enterprise software targets by 200% year on year at EOH Mthombo. Improved net margins by 12% as National Sales Manager at Business Connexion.

Experience spans enterprise software, supply chain, physical security, human capital management, and connected operations technology, sold into finance, banking, retail, manufacturing, mining, automotive, construction, and logistics. Beyond technology, also active in real estate, health and wellness, and fitness coaching. Clients and partners across South Africa, Sub-Saharan Africa, and the United States.

Trusted advisor. Consistent closer. Time plus effort equals reward.

CORE COMPETENCIES

Full P&L Ownership & Business Turnaround | Executive Leadership & Team Development | Cross-Functional Leadership: Sales, Marketing, Operations, Finance, Legal, HR | Key Account Management | Territory & Channel Management | Enterprise Technology Sales | Professional Services & Implementation Sales | Software & Maintenance Contract Sales | Business Development | Complex Solution Selling | Consultative Selling | Contract Negotiation | Strategic Account Planning | Salesforce CRM | Pipeline Management & Forecasting | International Stakeholder Management & Board Reporting | Stock & Inventory Management | International Logistics & Shipment Forecasting | Partner & Channel Development | Revenue Growth | Supply Chain & Logistics (3PL/4PL) | Sales & Operations Planning (S&OP) | Warehouse Management (WMS) | Transportation Management (TMS) | CPG & FMCG Industry Knowledge | Human Capital Management & Payroll | Category Management | Joint Business Planning

PROFESSIONAL EXPERIENCE

Associate Broker | Real Broker | Peachtree City, Georgia, USA *Feb 2017 - Present*

Maintains a high-performance consultative sales practice built on trust, negotiation, and relationship management. Built the operation independently including websites, CRM workflows, back office systems, and email and drip campaigns.

- Within 2 years, built a consistent \$4M average annual closed volume, reaching a single transaction high of \$1.6M in 2025, with approximately 50% of business generated through referrals and repeat clients
- Since 2023, applies AI tools across pricing analysis, legal contract review, and digital marketing, measurably improving transaction accuracy, campaign engagement, and overall client experience
- Among the first agents in Georgia certified by the KREM Institute of Artificial Intelligence. Designed and delivered an AI continuing education course approved by the Georgia Real Estate Commission and the Fayette County Board of Realtors
- Experienced Matterport operator, producing 3D virtual tours for residential, commercial, and local business clients. Builds and manages a professional partner network across lenders, attorneys, inspectors, appraisers, and contractors, leveraging CRM automation and drip campaigns for pipeline and contract management through to close

Managing Director & Founder | AbiScan | South Africa *Nov 2015 - Mar 2017*

Identified a genuine gap in the South African SME and enterprise market and built a specialist off-balance-sheet asset financing brokerage from scratch. Designed the business model, established broker agreements with a fintech finance house, and built a national vendor and system integrator partner network independently.

- Brokered off-balance-sheet OPEX financing solutions for any physical or digital asset including access control, biometrics, surveillance, medical equipment, PABX, and time and attendance, managing transactions from R20,000 to R500,000 over rental periods of up to 60 months
- Personally trained vendor and integrator sales teams on the commercial and financial benefits of OPEX versus CAPEX models, developing proposals and ensuring contractual accuracy at every stage
- Successfully exited by selling the business to a shareholder upon relocating to the United States

Divisional Director — Full P&L Executive | Tyco Retail Solutions (now Johnson Controls) | Johannesburg, South Africa
Apr 2013 - Nov 2015

Brought in to turn around and lead an underperforming division with R36M in total revenue against R32M in operational costs. Owned full P&L accountability and executive leadership across every business function: sales, marketing, operations, service and delivery, warehousing, stock management, international logistics, finance, legal, human capital management, and Sub-Saharan Africa channel development. Reported directly to international board leadership.

- Within 2.5 budget cycles, grew total divisional revenue from R36M to R96M, a 167% increase, transforming a barely viable operation into a profitable, high-performing business unit through strategic team development, rigorous cost management, and executive-level client engagement
- Built and developed a national team across inside sales, field sales, and technical specialists. Coached and mentored individuals, created a culture of accountability and shared success, and drove cross-functional alignment across sales, marketing, operations, service, and delivery to ensure seamless customer experience end to end
- Managed international stakeholder relationships including weekly EXCO participation, monthly international board reporting, international travel for partner and executive meetings, forecasting and reporting on international shipments and stock availability, and full legal and commercial contract oversight
- Closed the largest EAS consumable label contract in the South African market (approximately 1 million units per year), secured the first national biometric access control and CCTV deployment for a major bookstore chain (~R1.3M), standardised Salesforce CRM nationally, and built a Sub-Saharan Africa channel partner network aligned to global OEM strategy

Field Technician | Nashua Eastern Cape | South Africa
May 1991 - Jul 1996

Foundation role that established deep technical fluency across the full office automation stack and a client-first service philosophy that has defined every subsequent role.

- Installed, maintained, and supported the full office automation ecosystem including network printers, large format printers, laser printers, fax machines, and networking devices across commercial and industrial clients in the Eastern Cape
- In 1995, trained clients on mobile phone technology as it first entered the South African market, establishing an early technology educator credential and a pattern of embracing emerging technology that has continued throughout the career
- Developed pre-sales and client relationship skills through direct client engagement, laying the consultative foundation for a transition into direct sales

Direct Sales through National Sales Leadership | Control Instruments | Blick SA (Headhunted) | Business Connexion (Headhunted) | South Africa
Aug 1996 - Sep 2005

A decade of progressive sales leadership, headhunted twice into increasingly senior roles. Built expertise across physical security, access control, biometrics, workforce management, and human capital management, selling integrated enterprise solutions across all industry sectors.

- At Control Instruments, moved into direct sales hunting new business across a broad building management and physical security portfolio including boom gate and entry management, intercom systems, PABX, broadcasting and public address systems, access control, biometrics, CCTV, parking management, tachographs, fleet management, and DOS-based workforce management solutions. Sold across all industry sectors from cold outreach through to close
- Headhunted by Blick SA to head up a branch and manage the regional sales team and operations. Expanded the portfolio into enterprise-grade workforce management, access control, and CCTV solutions. Performance led directly to being headhunted again by Business Connexion
- Headhunted by Business Connexion as National Sales Manager, leading a team of 13 across sales and service engineering. Exceeded an annual revenue target of R7M by 12% year on year while improving net margins by 8% and gross margins by 12%. Participated in monthly EXCO board meetings and managed an international partnership with Lavie TimeTech
- At Business Connexion, also headed up the Human Capital and Payroll software division, extending the portfolio to cover the complete HCM suite from physical access control and biometric time and attendance through to workforce management, payroll, and human capital management applications. Notable client: Toyota South Africa with 4,000 employees across a full enterprise HCM deployment

Enterprise Software & Supply Chain Sales | Oracle South Africa | EOH Mthombo (Oracle Partner) | Barloworld Logistics | Dovetail | JDA (Blue Yonder) | South Africa
Oct 2005 - Mar 2013

Deliberate move into enterprise software and supply chain, starting at Oracle South Africa before being headhunted by EOH Mthombo to sell the complete Oracle stack including implementation services. Progressed through logistics, warehouse management, transportation management, and supply chain planning into major CPG, FMCG, and enterprise accounts.

- Joined Oracle South Africa as an Application Sales Representative before being headhunted by EOH Mthombo, a certified Oracle partner, to sell the complete technology stack including Oracle ERP, JD Edwards, Siebel CRM, Database, Middleware, and full implementation consulting, project management, training, and support SLAs as a single integrated solution. Exceeded targets by 200% year on year. Landmark deals: Bytes Managed Services (~R24.5M), Tracker (~R17.5M), Cecil Nurse (~R8.5M), NHLS (~R3.5M), Toyota (~R4M)

- At Barloworld Logistics, sold and managed 4PL supply chain outsourcing engagements, conducting full supply chain analyses for large enterprises and managing a gain-share commercial model where Barloworld took over complete supply chain management and earned a percentage of cost savings delivered
 - Sold JDA Blue Yonder S&OP, WMS, TMS, and document management solutions at Dovetail and JDA directly into major CPG and FMCG enterprises including Unilever, Coca Cola, Kraft, and Cadburys, engaging enterprise decision makers and outsourced category management service providers across retail, manufacturing, logistics, and 3PL industries
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EDUCATION & PROFESSIONAL CREDENTIALS

- Management Advancement Programme (MAP) | University of the Witwatersrand, Wits Business School, South Africa
- AI Certification | KREM Institute of Artificial Intelligence | Among the first agents in Georgia to receive this credential
- Georgia Real Estate License & Associate Broker License | Active
- NCSF Certified Personal Trainer (CPT) | In Progress | NCCA Accredited
- Strength and Conditioning Certification | In Progress | NCCA Accredited
- MEDDIC Academy | Introduction to MEDDIC Sales Methodology