

**Timothy Dorak**

**Rochester, NY | (585) 259-2251 | [tim.dorak@gmail.com](mailto:tim.dorak@gmail.com) | [linkedin.com/in/timothyjdorak](https://www.linkedin.com/in/timothyjdorak)**

## **SALES LEADER | REVENUE GROWTH | STRATEGIC SALES ENABLEMENT**

Innovative and data-driven Sales Leader with a track record of accelerating revenue growth, building high-performing sales teams, and aligning go-to-market strategies. Expertise in sales enablement, CRM optimization, and cross-functional collaboration. Adept at developing sales playbooks, implementing process improvements, and coaching for performance. Proven ability to drive sustainable growth through strategic execution.

---

### **PROFESSIONAL EXPERIENCE**

#### **Sales Enablement Manager**

LenelS2 (Honeywell), Rochester, NY

Dec 2021 – Feb 2025

- **Revenue Growth & Retention:** Designed and led the SUSP Renewal Program, driving \$1.5M in revenue through 476 completed renewals. This initiative significantly improved customer retention and created a scalable model for recurring revenue growth.
- **Sales Team Enablement:** Built a comprehensive enablement ecosystem, including experiential training, onboarding programs, sales coaching sessions, and learning modules. This led to a 20% improvement in sales productivity across multiple sales tiers.
- **Strategic Go-to-Market Execution:** Partnered with sales leadership, product marketing, and customer success teams to develop and deploy targeted sales playbooks. These efforts aligned organizational messaging and enabled faster pipeline progression.
- **CRM & Sales Process Optimization:** Led a company-wide Salesforce overhaul, improving CRM hygiene, reporting accuracy, and sales forecasting capabilities. Introduced automation and new workflows that enhanced collaboration between sales and operations teams.
- **Deal Acceleration & Sales Operations:** Re-engineered quoting and approval processes, cutting quote turnaround time from 3 days to 24 hours. Enabled field teams to close deals faster and improved customer satisfaction by streamlining the buying experience.

- **Cross-Functional Collaboration:** Served as a strategic liaison between product, marketing, and sales functions to ensure cohesive messaging, launch readiness, and performance tracking for new offerings and campaigns.
- **Employee Engagement & Culture Development:** Led career pathing and mentoring initiatives, resulting in a 30-point increase in employee engagement survey scores and contributing to increased talent retention and team morale.
- **Performance Analytics:** Built a performance measurement framework using Salesforce dashboards and analytics tools to track key KPIs, identify performance gaps, and deliver actionable insights to leadership.

### **Supervisor, Client Implementation**

Paychex, Rochester, NY

May 2019 – Dec 2021

- Improved client onboarding, reducing time-to-value from 15 days to 3.5 days with 98% accuracy.
- Developed Salesforce reporting tools to enhance visibility into sales and performance data.
- Automated workflows to eliminate bottlenecks and improve client satisfaction.

### **Supervisor, Enrollments**

Paychex, Rochester, NY

Jul 2018 – May 2019

- Reduced enrollment backlog from 22,000 to 8,000 in 6 months through process overhaul.
- Increased data validation accuracy from 85% to 98%, improving service delivery.

### **Sales Manager**

N3, Rochester, NY

Jul 2018 – Jul 2019

- Built a team of 18 sales reps and developed a \$13M sales pipeline within 4 months.

- Created structured sales processes to drive consistent quota overachievement.
- Implemented coaching strategies aligned with corporate objectives to improve team performance.

### **Technical Support Coach**

Frontier Communications, Rochester, NY

Jun 2015 – Jul 2018

- Boosted first-contact resolution from 60% to 85% and reduced handle time by 25%.
- Enhanced quality assurance scores from 70% to 90% through targeted training initiatives.

### **Sales Manager**

CA Technologies (via Concentrix), Pittsford, NY

Aug 2012 – Aug 2013

- Standardized B2B sales processes, increasing QA scores from 65% to 92%.
- Developed lead conversion strategies that shortened sales cycles and grew the pipeline.

---

## **EDUCATION**

Bachelor of Business Administration

Morrisville State College

---

## **CORE COMPETENCIES**

Sales Leadership | Sales Enablement | Business Development | CRM Optimization (Salesforce)

Go-to-Market Strategy | Pipeline Management | Sales Forecasting | Enterprise Sales

Process Improvement | Sales Training | Client Retention | Revenue Acceleration