

# BRODY FOY

Irvine, CA 92618 | 949.246.1091 | [brodyfoy@me.com](mailto:brodyfoy@me.com) | <https://www.linkedin.com/in/brody-foy>

## Skills Summary

Brody is proficient with Microsoft Office Suite, proficient in salesforce.com, a self-starter, detail oriented, and fluent in Spanish.

## Education

*Bachelor of Arts in Sociology | California State University, Long Beach*

## Experience

### ***Trusted Tech Team***

Pro-Services Coordinator | February 2024 – Present

As pro-services coordinator, Brody is responsible for setting follow-up meetings with current and new customers for their various professional services projects. He also worked with the account managers and account executives in closing the different opportunities.

Business Development Representative | July 2023 – February 2024

As part of the BDR team Brody is responsible for setting meetings with qualified prospects to save money on their Microsoft 365 licenses.

### ***Impact Networking***

Associate Account Executive | July 2022 – July 2023

As a part of the sales team Brody is responsible for helping small businesses scale their operation by leveraging business automation tools, IT support, Cybersecurity, analysis & strategic marketing efforts. Brody is responsible for a specific territory that comprised of Chino Hills, Diamond Bar, Brea, Fullerton, Yorba Linda, and a small part of La Habra.

### ***Lamps Plus - PROS***

Account Manager | Nov 2020 – July 2022

As part of the PROS team, Brody is responsible for creating and developing new and existing relationships with customer in the trade. This is accomplished through making daily phone calls as well as meeting with customers in store. Part of his responsibilities is to help customers select lighting fixtures and home furnishings that would best fit their projects.

### ***Step1 Dezigns***

Business Development Specialist | Feb 2020 – Nov 2020

As part of the sales team Brody would help customers design the lighting needed to illuminate their tradeshow displays the desired degree to create a dramatic appeal for his customers. This was

accomplished through in office visits and making phone calls, as well as demonstrating new product that would be released.

## **Western Lighting**

*Manufacturers Sales Representative | March 2004 – December 2019*

Brody increased sales in the smaller producing clients that he was assigned to call on in Southern California year after year. Brody also increased sales by 10% or more in the Northern Utah territory, in a nine-month period of calling on the territory. Brody contributed to Western Lighting achieving their sales quota at biannual trade shows each year. Brody received the Outstanding Service Award for supplying outstanding service to both dealers and end consumers. From 2010 to 2018 (when he decided to pursue different employment), Brody helped increase the sales of one of the manufacturers Western Lighting represented from a \$900,000 per year in sales territory to over ~\$3,000,000 per year in sales.

## **Western Lighting**

*Service Manager | December 2003 – May 2006*

Brody managed a service/maintenance team during product installation in the eight Expo Design Center stores (high-end Home Depot) in Southern California. Later that responsibility included the four Expo Design Center stores, making that a grand total of 12 stores having to manage the service/maintenance of the display product.

## **Volunteer Experience or Leadership**

### **May 2001 – May 2003: Missionary – The Church of Jesus Christ of Latter-Day Saints**

Brody served a 2-year mission for his church in the Buenos Aires Argentina North mission. During this time, he helped those in his assigned geographic areas. In the last 6 months of his mission, Brody served as a District Leader over 6-8 missionary companionships. During this time, he would hold weekly training meetings and then work 1 on 1 with the missionaries to help them to continue to grow as missionaries and help those in their assigned areas come closer to Jesus. In the last 3 months, Brody was a trainer along, with his service as a District Leader. This meant that he was training a brand-new missionary too and helping them learn Spanish and the Argentine culture along with helping them grow their talents in ways that could help people in the ways that they needed.

### **January 2014 – June 2019: American Lighting Association (ALA)**

**January 2014 – December 2014: Membership Committee** – Brody helped with the “membership drive,” helping lighting showrooms in his assigned territory to understand the importance of being part of the American Lighting Association and the benefits that come from it.

**January 2015 – October 2015: Conference Committee** – Brody serve as part of the conference committee. He helped plan the annual American Lighting Association conference. Part of his responsibilities was to communicate with member showrooms the importance of attending the conference. He also helped get presenters for the daily breakout sessions.

**January 2015 – December 2015: Rep Steering Committee** – As a member of the Rep Steering Committee, Brody served as a liaison between ALA and MRERF. As part of being the liaison, Brody helped strengthen the relationship between ALA and MRERF, while explaining the importance of ALA member reps participating in the training offered by MRERF.

**January 2015 – December 2018: Education Committee** – During his time on the Education Committee, Brody helped with promoting the importance of member showrooms having their salespeople trained using the ALA residential training manual. In 2018, Brody assisted in rewriting the Residential Training Manual, updating the manual to meet the current regulations and technology changes that had taken place.

## **Certifications**

*CPMR – MRERF*

University of Texas – Austin

This certification trained Brody to manage and own an independent manufacturer's representative sales agency. The training consisted of class work that occurred during a 1-week period over the span of 3 years.

## **Awards and Acknowledgements**

### ***Annual Sales Achievement Award***

From 2014 to 2016 Brody helped Western Lighting receive the Sales Achievement Award for Modern Forms and WAC Lighting. This award was handed out each January during that time and was based on the ability to outperform the sales quota.

### ***WAC Annual Sales Representative of the Year Award***

In 2016, Brody helped Western Lighting receive the Sales Representative of the Year Award for WAC Lighting. This award was handed out each January. The determining factors for this award were: achieving and surpassing annual sales quota, achieving and surpassing promotion package quotas.