

Competitive Edge Series

Strategic Sales and Marketing Development Course

Michael Caceci, Biography

Michael Caceci enjoys a diverse, successful career as a business leader and entrepreneur. He is the founder and owner of *Excellerated Performance, LLC* a consulting and professional development services firm based in Pittsford, New York.

Mike brings extensive experience to every client engagement. Areas of expertise include sales, sales management, general management, marketing, business operations, strategic planning, leadership and driving organizational change. When clients work with Mike, they gain the value of working with someone who has:

- ✓ Met the challenge of leading teams in a highly competitive industry, consistently exceeding multi-million dollar sales revenue and profit plans.
- ✓ Successfully developed and launched marketing programs for a major division of a Fortune 500 company; including an industry-first total satisfaction guarantee covering high-value business services. The result of this program alone was a doubling of new business orders within the first 120 days after its launch.
- ✓ Led project teams for two organizations that applied for and won the *Malcolm Baldrige National Quality Award* and *Canada's National Quality Institute Award for Excellence*.
- ✓ Helped numerous businesses and non-profit organizations create actionable strategic plans; and develop the leadership, management, sales and process capabilities required to achieve their goals.



Mike holds a BA in psychology and MBA in marketing management. As a *Resource Associates Corporation (RAC) Affiliate*, he is certified to deliver RAC-based professional development programs and part of an international association of independent consulting, human resource and quality professionals.

Mike is an Adjunct Professor at Nazareth College and Saint John Fisher College; teaching courses in entrepreneurship, marketing and sales in both undergraduate and graduate programs.

Mike is also certified Lean Six Sigma Black Belt (Xerox). He's led multiple process improvement projects at Xerox and for Excellerated Performance clients, and currently serves on the board of the Greater Rochester Quality Council (GRQC). Mike is a reviewer and judge for the GRQC performance excellence award program. Mike is a member and has served on the board of the *Small Business Council of Rochester*. He is also a member of *Rochester Rotary Club*, *Greater Rochester Chamber of Commerce*, *Greece Chamber of Commerce* and the *National Human Resources Association Rochester Chapter*.

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