

COSETTE GIBSON-PFAFF

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Business Advocacy | Sales & Account Relations | Business Consulting & Management

OBJECTIVE: Successfully develop, direct and lead positive changes within the business community creating a strong local economy through business advocacy, developing partnerships, leadership, and business consulting utilizing my stellar sales, marketing, networking, talent fostering, organizational, outreach and business management skills.

CORE COMPETENCIES

- Prospecting/Client Cultivation
 - Coaching/Mentoring
 - Leadership Development
 - Resource Maximization
 - Competitive/Strategic Planning
 - Networking
 - Employee Development
 - Budgeting/Forecasting
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PROFESSIONAL EXPERIENCE

FAST FORWARD TO YOUR SUCCESS, Tacoma, Washington

2010 – present

President of a business consulting and coaching firm providing individualized or team approach to:
Breakthrough Skills Coaching Performance Coaching Sales Diagnostics Speaker/Trainer
Customer Service Evaluations & Training Entrepreneur Tool Kits Start-up Game Plan

TACOMA COMMUNITY COLLEGE, Tacoma, Washington

2010 - present

Adjunct Professor Sales, Customer Service, Time Management, Negotiations, Business Development, Prospecting and Client Cultivation, Competitive and Strategic Planning, Coaching and Mentoring, Networking, Trade Show Strategic Planning, Budgeting and Forecasting

SOUTH SOUND REGIONAL BUSINESS INCUBATOR, Federal Way, Washington

2010 –2011

Executive Director

- Led the advisory group through building acquisition, grant writing, and funding.
- Project managed a major remodel of the current building in 8 weeks meeting the grand opening time frame.
- Proactively recruited a board of directors consisting of local business leaders and industry experts.
- Developed and wrote the board policies, by-laws, and articles of incorporation, and 501c3 non-profit status.
- Recruited and developed a team of 41 business leaders and industry experts to provide business classes.
- Established, maintains and oversees the coaching and mentoring at the SSRBI.
- Directing/developing the continuously running six month training schedule and curriculum (minimum of two classes per week).
- Oversee the day-to-day operations of the building, in addition to maintaining and managing the budget.
- Coaches and mentors the incubator clients/teaches sales, customer service, time management, negotiation skills, business and strategic planning, speaking/presenting and writing skills.
- Represents the SSRBI in the community promoting the various services offered, establishing partnerships with businesses, educational institutions, legislators and other governmental officials.
- Coordinates and participates in the monthly/quarterly evaluation of client progress.
- Named U.S. Small Business Administration's 2011 Washington Stat Home-Based Business Champion

PROFESSIONAL EXPERIENCE *continued*

TROTTER & MORTON FACILITIES SERVICES**OF WASHINGTON, INC., Federal Way, Washington****2008 – 2010***General Manager*

- Led a true cold start company: business grew from \$0 to over \$400,000 in less than eighteen months.
- Developed new client relationships in a down economy, including generating an average of four proposals per week.
- Worked closely with clients to identify their needs and challenges and provided solutions-oriented agreements and timelines.
- Directed all aspects of incorporation process, including meeting with attorneys, and coordinating with federal, state, and local government.
- Coordinated full scope of start-up tasks, including asset purchase, competitive vendor and labor union negotiations, recruiting and hiring stellar employee team, and providing comprehensive staff training.

PUGET SOUND REFRIGERATION, Seattle, Washington**2002 – 2008***Sales and Customer Service Manager*

- Led growth of maintenance revenue base from \$1,000,000 to more than \$4,000,000 – gross profit in excess of 45%. Diamond Award winner in 2003 for individual sales in excess of \$1,000,000 in one year.
- Designed and implemented a new selling/marketing system to achieve higher closing rates.
- Promoted after only one year from strictly Sales Manager to broader Sales and Customer Service Manager.
- Developed a customized customer service program to increase customer retention: within one year retention went from 85% to 96%, topping off at 99% in years three through five.
- Trained, supervised, and mentored highly successful team of four sales representatives, one customer service specialist, and one administrative assistant.

ESCHELON TELECOM, Seattle, Washington**1998 – 2002***Sales Manager*

- Managed sales throughout Seattle, Bellevue, and Tacoma, overseeing a varied team including sales associates, engineers, and telemarketers. Verifiable record for retraining an unproductive team to accomplish sales goals.
- Performed comprehensive competitive analyses and developed strategic plans to generate increased revenue shares throughout territory. Lead generation increased by 50%.
- Created and launched award-winning marketing plan that won five coveted government contracts.
- Formulated and managed annual budget of \$5.8 million, including sales forecasting and revisions.
- Troubleshoot and identified ways to cut costs, including initiating and leading the development of a Sales Engineering Department that decreased operating costs by 33%.

STANLEY-BOSTITCH, INC., East Greenwich, Rhode Island**1988 – 1998***Area Manager*

- Recruited as Account Manager and quickly promoted to Area Manager responsible for managing sales throughout Washington, Idaho, Montana, & Alaska.
- Developed Fast Track sales program for greater success in the field, increasing territorial sales from \$280,000 to \$2.8 million.
- Consistently surpassed all sales goals annually, including peak performance at 43% increase from prior year to reach 120% of budget.
- Superlative performance earned Triple Crown Club for an unprecedented three consecutive years. (Triple Crown: concurrently exceeding gross profit goals and sales goals while maintain accounts receivables at less than 45 days.)

COMMUNITY INVOLVEMENT

- Federal Way Chamber of Commerce
- Toastmasters International
- Referrals Unlimited (BOD)
- KIRO5 – Tacoma Chapter (BOD)
- Center Stage Theatre (BOD)
- KIRO5 – Washington State (BOD)
- Seattle University Albers School of Business Student Mentor Program & Pacific Lutheran University Mentor Program

EDUCATION

Master of Science in Economics, University of Idaho, 1984
Bachelor of Science in Economics, University of Idaho, 1982

PUBLICATIONS:

Gibson, Cosette, 1984. *Economic Diversification And Its Effect On County Economic Instability In Idaho*, University of Idaho Agricultural Economics Department.

Smith, Stephen and Cosette Gibson, 1985. *The Employment Structure of Idaho's Counties: 1980*, Western Rural Development Center.

Smith, Stephen and Cosette Gibson, 1987. *Economic Diversification and Employment Stability in Nonmetropolitan Counties*, Pennsylvania State University, Agricultural Economics and Rural Sociology Department.

Smith, Stephen and Cosette Gibson, 1988. *Industrial Diversification in Nonmetropolitan Counties and Its Effect on Economic Stability*, Western Journal of Agricultural Economics.

REFERENCES

RALPH BRUKSOS, Owner, Training Consultants Co.

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