

Adam Rutan

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STRATEGIC SALES & BUSINESS DEVELOPMENT LEADER | ENTERPRISE & SAAS SALES | HIGH-VALUE CONTRACT NEGOTIATION | ALTERNATIVE PHARMA & HEALTH TECH | REVENUE GROWTH & MARKET EXPANSION | FLUENT IN FRENCH

Strategic Sales & Business Development Leader

Dynamic sales executive with **25+ years of experience** driving revenue growth, cultivating high-impact partnerships, and leading teams to exceed sales targets. A results-driven negotiator and bilingual communicator (English/French), skilled in **navigating complex sales cycles and securing high-value, recurring contracts**. Adept at **collaborating with outsourced marketing and CRM teams**, ensuring alignment with business development objectives. **Fluent in French**, with a strong ability to **build relationships and drive business expansion in international** and multilingual markets.

A natural leader with a **people-first approach**, I excel at **mentoring, encouraging, and supporting teams to foster a collaborative, high-performance culture**. Known for an entrepreneurial mindset, hands-on leadership, and the ability to rapidly learn and apply new concepts in emerging industries. Thrives in fast-paced, high-growth environments that require adaptability, strategic thinking, and strong relationship management. Seeking a strategic **business development role in a high-growth industry—software sales, fintech, cybersecurity, or health tech**—that **leverages my expertise in sales strategy, revenue generation, partnership development, and French language proficiency**.

Core Competencies

- Business Development & Revenue Growth
- Market Expansion & Product Positioning
- Strategic Partnerships & High-Value Negotiations
- Sales Leadership & Team Mentorship
- CRM & Marketing Team Collaboration
- Hands-On Training & Structured Learning
- Contract Sales & Recurring Revenue Models

- Distributor & Channel Sales Strategy
 - Complex Sales Cycles & Executive Relationship Management
 - Multilingual & International Business Development (English/French)
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Professional Experience

Vice President of Sales

Naturs Design, Inc. | May 2012 – Present | Remote

- Led business growth from **\$500K to over \$4M** in annual revenue.
- Negotiated an exclusive agreement with a **government healthcare distributor**, increasing sales by 180% over three years.
- Secured product placement in **700+ Rite-Aid stores**, significantly expanding retail presence.
- **Partnered with external marketing and CRM consultants** to refine sales processes and customer engagement strategies.
- Cultivated and nurtured **distributor relationships**, optimizing incentive structures to drive higher annual spend.
- Serve on the **Board of Directors** (2018–2021), providing **strategic vision** for revenue growth and business development.

Associate Sales Manager

Yellow Book USA | 2006 – 2012 | Dayton, OH & Denver, CO

- Ranked in the top 2% of nationwide sales, earning President's Club awards in 2007 & 2008.
- Promoted to management within 14 months.
- Increased revenue account spend by 10–20% consistently.
- Delivered over 200% of new sales objectives in Spring 2008.
- Mentored and coached sales representatives, leading multiple team members to national sales recognition.

Field Sales Manager

Vector Marketing | 2001 – 2002 | Lansing, MI

- Inducted into the President's Club for outstanding sales performance.
- Promoted to Field Sales Manager after surpassing \$30K in sales.

- Led sales training for new team members, improving performance and sales techniques.

Additional Experience

- **Mortgage Specialist**, Ameriquest Mortgage Company (2004 – 2005)
 - **English Language Teacher**, Ecole Primaire Ferdinand Buisson, France (2003 – 2004)
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Education

Calvin University | Grand Rapids, MI

- Bachelor of Arts in Communication Arts & Sciences and French
 - Immersion studies in Linguistics & Cultural Studies (Madagascar & Grenoble, France)
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Volunteer & Leadership Experience

School Accountability Committee, President

Ascent Classical Academy of Douglas County | Sep 2018 – Present

- Ensure the school remains aligned with its charter goals and mission.
- Facilitate parent feedback and analyze student performance data.

Marriage Class Leader

BridgeWay Church, Denver | Mar 2016 – Jul 2018

- Organized and facilitated weekly meetings to strengthen marriages and relationships.
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Side Ventures & Entrepreneurial Experience

- **Door-to-Door Roofing Sales** | 2015 – 2016
- **Door-to-Door Solar Sales, Ion Solar** | 2022-2023
- **Private Jet Charter Quoting, Paradise Jets** | 2024
- **Uber Driver** | 2016 – present

Honors & Awards

- **President's Club Winner**, Yellow Book USA (2007, 2008)
- **President's Club Winner**, Vector Marketing Corporation (2001)

Languages

- **English**: Native/Bilingual Proficiency
- **French**: Native/Bilingual Proficiency

Professional Goals & Aspirations

Seeking a **strategic business development** role where I can leverage my **network, sales expertise, and high-impact partnerships** to drive revenue growth and market expansion. Open to opportunities in **fintech, cybersecurity, or software sales** or utilizing my industry connections in **respiratory sales** to help scale an innovative, growth-focused health tech company. Open to structured learning environments with hands-on training, workshops, and mentorship programs. Ideal roles will include large-contract, high-value sales with recurring revenue models, providing long-term scalability and career growth. Looking for a **dynamic, fast-paced position** that capitalizes on my ability to thrive under pressure, build strategic partnerships, and drive exponential revenue growth. Ideally suited for a **remote or hybrid** position within 20–30 minutes of **Castle Rock, CO**, with a **strong upward mobility**. Passionate about working with a **purpose-driven, fast-paced team** that values innovation and collaboration.