



DENISSE SCHIMELPFENING

BUSINESS DEVELOPMENT MANAGER

 661-547-2010

 dcschimmy@gmail.com

 Peoria, Arizona 85383

 [Linkedin.com/in/dschimelpfening](https://www.linkedin.com/in/dschimelpfening)

CORE COMPETENCIES

- Business Development & Territory Growth
- Consultative & Value-Based Sales
- Physician & Key account management
- Strategic Planning & Execution
- Data Analysis & Performance Optimization
- Training, Education & Product Implementation
- Creative Marketing & Event Planning
- Budget Management & Compliance
- Strong Relationship Building & Customer Engagement
- Market Research & Competitive Analysis

TECHNOLOGY PROFILE

MICROSOFT SUITE:

- Excel, Word, PowerPoint, Outlook, Teams, PowerBI

CRM TOOLS:

- Salesforce, ZenDesk, Pepperi

OTHER TOOLS:

- Adobe, SAP

CAREER SUMMARY

Dynamic and results-driven sales leader with over 15 years of experience in the aesthetic and beauty industry, specializing in business development, consultative sales and strategic market expansion. Proven track record of exceeding sales quotas, cultivating long term client relationships, and driving revenue growth. Adept at leveraging data-driven strategies to maximize profitability while delivering exceptional customer service. Passionate about fostering collaboration, building strong relationships and brand growth.

PROFESSIONAL EXPERIENCE

BUSINESS DEVELOPMENT MANAGER

AlumierMD / AZ, NV, NM / Oct '23– Dec '24

Played a pivotal role in driving business growth by securing new accounts, and cultivating strong relationships with Plastic Surgeons, Dermatologists, MedSpas and Optometrists. Consistently exceeded sales targets by developing strategic plans to expand market share while mentoring partners on brand positioning and sales performance.

- Achieved 105%+ of sales targets, ranking in the top 5 nationwide.
- Designed and executed high-impact sales initiatives that drove market share expansion and exceeded revenue benchmarks.
- Implemented proactive prospecting strategies, fueling sustained account growth and long-term client retention.

BUSINESS CONSULTANT

Dermalogica/ Arizona / Mar '22 – Oct '23

Drove sales growth by executing strategic call plans, hosting partner events, and expanding account portfolios. Collaborated with partners to forecast needs, launch innovation and meet sales KPIs.

- Exceeded annual sales targets by 109%, contributing to a 13% increase in territory growth.
- Elevated multiple accounts into top ten VIP Presidents Club.
- Recognized as a KPI top performer for successful product launches and sales execution.
- Managed 15 key account locations, overseeing growth, sell-thru, and education strategies to maximize performance.

DENISSE SCHIMELPFENING

BUSINESS DEVELOPMENT MANAGER

661-547-2010

dcschimmy@gmail.com

Peoria, Arizona 85383

Linkedin.com/in/dschimelpfening

LANGUAGES

- ENGLISH (Fluent)
- SPANISH (Fluent)

INTERESTS

Travel
Volunteering
Personal/Career Development
Wellness
Pickleball

EDUCATION

ANTELOPE VALLEY
COLLEGE
1997-1999

PROFESSIONAL EXPERIENCE CONTINUED

ACCOUNT MANAGER

Coty Inc. The Wella Company / Los Angeles, CA. / May '18 – Mar. '21

Managed a portfolio of professional beauty accounts, ensuring growth across Wella, Sebastian, Nioxin, OPI and GHD brands. Developed joint business plans and executed strategies to achieve sales quotas while analyzing competitive trends.

- Exceeded sales targets, achieving 101% + consistently.
- Designed efficient routing plans for account managers, boosting client engagement and new business acquisition.
- Trained colleagues in prospecting practices, fostering skill development and team growth.

TERRITORY BRAND MANAGER

Amika / West Coast / Feb.'17 – May '18

Spearheaded territory growth across 6 states. (CA, NV, AZ, UT, OR, WA) by establishing relationships with salons and distributors, drove brand awareness through strategic education and marketing initiatives.

- Launched three new distributors, contributing to double digit annual sales growth.
- Managed and mentored a team of five educators to support client success and territory expansion.

SALON GROWTH MANAGER

Surface Hair / Southern California / July '14 – Feb. '17

Orchestrated introduction and growth of Surface Hair with a focus on salon partnerships and market share expansion.

- Achieved a 33% growth rate in 2015, the highest nationwide, and doubled territory sales in the first year.
- Managed 3 educators, coordinated training sessions and client- facing events to maximize engagement.

BRAND MANAGER/EVENT MANAGER

L'Oreal USA: Salon Centric Division / Valencia, CA. / Mar. '08 – June '14

Provided strategic direction and logistical oversight for educational events across the West Coast, collaborating with sales teams, educators, and vendors to deliver impactful events.

- Oversaw up to 30 simultaneous events with attendance ranging from 50 to 1200 participants.
- Controlled budgets and managed P&L for events while negotiating contracts and ensuring seamless execution.
- Developed innovative marketing strategies drive brand engagement and sales.