

**Warren H. Brazas**  
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### **SALES & MARKETING MANAGEMENT**

Solid multi-industry experience in start-up, turnaround, and dramatic growth situations. Documented record of consistent sales and revenue increases. *Areas of Special Competence:*

Strategic Marketing Planning  
Market Research & Analysis  
Budgets & Long Range Planning  
Operations & Administration

Organizational & Staff Development  
New Product Development & Introduction  
Sales Program Development  
New Market Development

Developed formal business proposals and negotiated complex financial agreements. Designed and implemented productivity and cost control programs. Experience complemented by bachelor's degree.

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#### ***Sumitomo Bank of California*** 1995 - Present

##### **Vice President - Commercial Business Development Officer**

Recruited by Senior Vice President to create Business Development program for Los Angeles, Orange County and San Diego County.

- \* Solicit, pre-qualify, analyze and recommend to credit administration commercial business loans.
- \* Currently booked in excess of \$10 million dollars in outstanding loans.
- \* Brought in deposits with an average balance of \$5 million.
- \* Established training program for branch personnel in telemarketing, marketing to existing clients, and the cross-selling of all financial services.
- \* Ranked number 1 out of 5 sales officers in the state in 1995.

#### ***Wells Fargo Bank*** 1988 - 1995

##### **Assistant Vice President - Personal Banking Manager**

1994 - 1995

Selected from San Diego's Top Business Banking producers as pivotal member of new Premier Banking unit selling credit and investment products to corporations, executives and high net worth individuals.

- \* Solicited, pre-qualified, analyzed and recommended to credit administration commercial business loans, large mortgage loans, and other high-end personal credit products. Planned, coordinated and executed major business development sales promotions.
- \* Worked closely with investment management, corporate lending and commercial real estate departments to cross sell all other investment and lending products.
- \* Consistently ranked as a top producer in loans and investments. Consistently achieved between 125% and 189% of goal.

**Assistant Vice President - Business Lending and Business Development**

1992 - 1993

Promoted to front line position selling credit and other bank products to businesses and professionals.

- \* Planned and executed major sales campaign to sell and market through consultative selling focusing on credit to small and mid size companies. Developed 30 new business relationships. Ranked number 6 of 156 sales officers in the state in business loan production in 1992.
- \* Negotiated multi-structured and complex credits, analyzed financial statements and wrote credit recommendations. Developed and presented formal business proposals to potential clients which resulted in booked business.
- \* Conducted extensive market research and analysis and developed mail and telemarketing campaigns.
- \* Increased deposits to investment and retirement plans. Exceeded sales goals by 150%.

**Business Banking Officer**

1991 - 1992

Selected as one of four officers to establish business banking center to develop new business relationships, new mortgage and consumer relationships.

- \* Responsible for developing new business relationships which included selling credit and other bank products.
- \* Increased production in business loans by 130%.

**Branch Manager**

1990

Managed branch of acquired bank system. Responsible for turning operations around.

- \* Conducted extensive market research and planned customer retention program for clients of recently acquired S&L.
- \* Planned, developed and implemented major marketing and employee training program for former S&L employees. Developed lesson plans and conducted seminars. Worked with employees on one-on-one basis.
- \* Increased productivity 200% in mortgages and 230% in credit card sales.
- \* Reversed losing customer trends and exceeded customer retention goals. Achieved through massive marketing campaign focused on slogan "Save the Customer".
- \* Supervised totally non-productive sales force and reshaped Branch into top producer in one year period ranking number 3 of 10.

**Sales Manager**

1990

- \* Implemented extensive training program to reshape sales office. Conducted numerous classes and designed workshops to develop employees into effective and efficient producers.
- \* Initiated marketing campaign creating 370 new credit card relationships exceeding initial goal of 150.
- \* Exceeded business loan goals 200% and personal loan goals 230%. Ranked number 1 in production.

**Business Banking Officer**

1988 - 1990

Recruited to develop new business relationships. Responsible for selling credit and other bank products. Exceeded goals 250% in all categories. Ranked Number 1 in production in sales in 1990.

*Other Relevant Experience*

1987 - 1988	Account Executive	Dean Witter Reynolds, Inc.
1985 - 1987	Account Executive	Paine Webber, Inc.
1983 - 1985	Account Executive	Kidder, Peabody, Inc.

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**EDUCATION**      B.S., Eastern Illinois University, History/Economics.  
Completed graduate courses at San Diego State University

**SPECIAL TRAINING**      Completed Wells Fargo Bank's Formal Business Credit training program. Certified in consumer mortgage lending. Computer literate; proficient with IBM PCs and a variety of business application software, i.e. Microsoft Word, Excel, Windows and Windows '95, Act and Telemagic.

Professional and personal references of highest quality available upon establishment of mutual interest. Salary Requirements - Currently mid to high five figures depending upon bonus structure.