REDBIRD NATIONAL SALES COMPETITION
2021 BUYER PROFILE

ROUND 1 | Robbie Hammond, CIO, The American Group (NCSC – Round 1)
ROUND 2 | Jess Ogilvie, the Associate Director of IT (NCSC – Wildcard)
ROUND 3 | Not available

A special Thank you to Dr. Terry Lowe and the National Collegiate Sales Competition - 2021 for allowing Redbird National Sales Competition to use the buyer profiles.
Disclaimer: All prospect profiles are developed for educational purposes and to facilitate competition at NCSC XXIII. While some organizations represented in the profiles resemble actual companies, the profiles and situations are purely fictitious, and any comments or remarks made in this document or by participants during the NCSC do not reflect the views, opinions or facts about any actual organization.

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CASE INFORMATION
Dormant account. Information about The American Group from the Gartner CRM system. The last record from a Gartner representative was input in 2013. Family-owned business since 1972. Customers: Retail & Industrial Operating Revenue: $145m Technology Expenditures: $1.5m The American Group (TAG) consists of 3 divisions: American Pharmacies (48 locations) | American Lubricants (Distributor) Speed Mart (137 locations)

WHAT YOU FOUND
The American Group info from the website

American Lubricants: Top regional supplier of quality industrial, transport, aviation, equipment, and basic retail lubricant products to a broad spectrum of customers. Our four warehouses serve markets in Alabama, Mississippi, Tennessee and Louisiana.

American Pharmacies: Retail Pharmacy located in Speed Mart Locations. Pharmacies are an integral part of the local communities we serve, often reaching far beyond the walls of the store. Our loyal customers return because they trust us to provide friendly, personable service while meeting their pharmacy needs.

Speed Mart: In response to the ever-growing demand for convenience and accessibility, we choose convenient locations to offer the products and services that meet our customers’ daily needs. As a result, The American Group and its various business partners are recognized as market leaders in the markets served.

Administrative Team from website: President: Sterling Bone (1972)
Chief Information Officer: Robbie Hammond (2020)
THE SALES CALL
After making several unsuccessful calls to Robbie Hammond, the American Group CIO, he/she finally accepted your LinkedIn invitation. Robbie did not message you or respond to your messages. There was no photo.

You viewed TAG’s web site and found the social media links (Facebook, Twitter, Instagram) sent you to error pages. None of the pages worked. You sent an email to Robbie sharing about the non-working links and indicated Gartner might be able to help make TAG technology more efficient.

Beyond these emails you had no other communication with Robbie, but he/she agreed to a virtual call via email.

PROSPECT BACKGROUND
From LinkedIn: Robbie Hammond

Experienced fuel and convenience retail marketer with a demonstrated history of working in the fuel & convenience industry. Skilled in Strategy Development and Implementation, Brand-Building, Market Planning, Operations Management, Sales, and Multi-Channel Retail. Graduated from Stetson University and earned an MBA from University of South Florida, Tampa.

Previous Work Experience
Marketing/Operations, Stanley Black & Decker (1 year) Dir. of Sales Stanley Black & Decker (1 year 5 months) National Account Manager Stanley Black & Decker (3 years 7 months)

Education
Stetson University, BS Communications, Minor Information Technology Certificates: Social Media & Digital Marketing
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You never spoke with Robbie, but he/she agreed to a virtual call with Jess Ogilvie, the Associate Director of IT, via email.

PROSPECT BACKGROUND
From LinkedIn: Jess Ogilvie

Has no LinkedIn or other social media presence.
CASE INFORMATION

You became aware of Penguin Supplemental Insurance through an advertisement on Facebook. During the Gartner insurance renewal period you became interested in Supplemental Critical Care insurance. Your family has a history of cancer and you thought it would be a good idea to explore.

After doing some research on Dun & Bradstreet you found that Penguin might be a good lead for Gartner solutions.

WHAT YOU FOUND

Fifty-eight percent of Americans have less than $1,000 to spend on out-of-pocket expenses. When you have to withstand the cold of unexpected healthcare costs, there’s Penguin.

Penguin Inc. is a privately held supplemental insurance company and one of the fastest growing supplemental insurance companies in the United States. The company was founded in 2014 and is based in Santa Maria, Georgia.

With Penguin, whether you're a large business or a small one, you can provide your employees with the kind of benefits they’d expect from a bigger company, helping your business stand out from the crowd.

Annual Revenue: $750m
Technology Expenditures: $11.4m
Advertising Exp: $6.75m
Employees: 832

CEO: Daniel Amos
COO: Fred Crawford
CIO: Petie Kelso
CFO: Jamie Lee
Asst CIO: Tam Sanders
THE SALES CALL
During the Gartner health insurance enrollment you spoke with John Riggs, the Penguin representative. You found that the person responsible for technology budget decisions at Penguin is Petie Kelso, the CIO. However, you would have to probably speak with Tam Sanders, the Assistant CIO first.

You searched for both Petie and Tam on LinkedIn. You sent both an invitation to connect, but only Tam connected and provided an email address. After exchanging several emails, Tam agreed to this meeting, but was a little cryptic in the email exchange.

PROSPECT BACKGROUND
Petie Kelso (since 2014): Executive officer over information security technology, services, and operations. Eighteen years of experience in information security management with specialization in financial services security. Worked at various levels in the industry, with focus on security program management, and cybersecurity operations. Always looking for more contacts in information security and in financial services to stay on top of what's new.

Tam Sanders (since 2019): “Creative leadership” best describes my approach to work: a unique balance between the art of the possible and the need of the practical. I am a transformational leader with experience delivering unique technology solutions that achieve strategic business goals. I have experience in nearly all aspects of technology delivery and enjoy leading teams in the execution of organizational strategic plans.