

BRITNI FORTIN

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WORK HISTORY

Watson Marlow Fluid Technology Solutions, Inc. - Wilmington, MA

Life Sciences Sales Engineer / Territory Manager

June 2022 - March 2025

- Grew strong client relationships through consultative sales strategies
- Met \$2M-\$3M targets, achieving 15-22% YoY growth
- Performed business reviews, site audits, and data-driven performance analyses
- Investigated customer complaints, conducted root cause analysis, and suggested process improvements
- Represented organizations at trade shows, identifying new business opportunities
- Implemented a scalable customer training program, equipping teams with tools and knowledge to maximize product and process performance

Burt Process Equipment, Inc - Hamden, CT

2004-2022

Business Development & Sales Enablement Manager

January 2018 to May 2022

- Surpassed \$25M-30M+ team targets, increasing key account sales by 40%
- Fostered joint-action strategic business planning initiatives with customers, suppliers, and leadership teams
- Designed and executed channel partner programs, securing high-value accounts and long-term partnerships
- Maintained key supplier partnerships, improving terms, lead generation, order prioritization, and resources
- Analyzed market trends and competitive landscapes to drive growth
- Provided coaching to sales and support teams, serving as an escalation point
- Spearheaded employee development programs to enhance product knowledge and sales effectiveness
- Evaluated and managed sales technology stack (Salesforce, Asana, ZoomInfo, etc.)

Inside Sales Manager

December 2013 - January 2018

- Built a sales team that outperformed \$4-6M+ targets
 - Developed standardized frameworks for Customer Service, Inside Sales, and Technical Support.
 - Onboarded CRM and technology stack, optimizing processes and increasing efficiency by 30%
 - Created lead generation and tracking programs
 - Acted as Product Manager for the largest distributed product lines
 - Conducted Voice of the Customer (VOC) research to drive data-informed decision-making
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International Sales Manager

December 2011 - December 2013

- Captured \$2M+ in revenue from previously untapped international markets
- Authored Standard Operating Procedures (SOPs) and onboarding materials
- Established international sales operations, securing \$2M in new business in two years with favorable payment terms and minimal risk

Key Account Sales Executive

October 2008 - December 2011

- Generated a \$3M+ new business territory in uncovered regions.
- Quoted technical products for diverse industries based on application-specific criteria

OUTSIDE EXPERIENCE

NIBRT - Dublin, Ireland

March 2023

Biopharmaceutical Industry Training Certification

End 68 Hours of Hunger - Barnstead, NH

October 2017 - September 2021

Site coordinator, Grant Writer, Community Liaison

NH Department of Education - Concord, NH

August 2018 - Present

Educational Surrogate

EDUCATION

Plymouth State University, Plymouth, NH

Master's in Business Administration, Business Administration & Coaching

Rivier College, Nashua, NH

Bachelor's of Communications & Business Marketing

SKILLS

- | | | |
|------------------------------|------------------------|----------------------|
| ● Account Management | ● Customer Service | ● Product Management |
| ● Budgeting | ● Documentation | ● Project Planning |
| ● Business Analytics | ● Marketing | ● Proposal Writing |
| ● Communications | ● Negotiation | ● Sourcing |
| ● Continuous Improvement | ● Presentations | ● Technical Sales |
| ● CRM (SalesForce, Dynamics) | ● Process Optimization | ● Training |