



Russ Lombardo has over three decades in the high-tech industry in a variety of sales, marketing and technical positions. Since 1994, he worked for major CRM vendors, such as GoldMine Software and SalesLogix, as a successful sales executive. As the former Director of North American Sales for GoldMine, Russ built and managed large sales teams that included inside and outside sales organizations. He designed and implemented sales and CRM processes using the latest technologies and has worked with hundreds of companies on their sales processes.

Currently, Russ is President/Founder of PEAK Sales Consulting where he works with business owners, sales executives and professionals who want to increase their sales results by acquiring new customers and retaining existing ones. He consults with large and small businesses in a broad range of industries. As a speaker, Russ presents sales training seminars and customer retention workshops as well as keynote and conference speeches to dozens of audiences every year. He is the author of *CRM For The Common Man* and *Smart Marketing*. Russ' goal is to help organizations increase their revenue and success by developing world-class sales organizations and outrageously loyal customers.

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