

D. Mark Moreno

With over 20 years of consultative sales and management experience, Mark has successfully negotiated contracts with budgets up to \$2,000,000 and has led sales teams in organizations such as Walmart, Motorola, Pepsi, Rockwell, Smithkline Beecham and PPG.

Mark began his career as a Business Development Representative with SYCSA in the early 90's that enabled him to develop relationships with key companies in Utah and Mexico. His career expanded to include sales and training for Franklin Quest where he established and trained a national sales force in Mexico before becoming Vice President of Sales for Nature's Lab and then for Sportsnuts.com. In early 2001, he became Vice President of Operations for Health Assist where he managed a successful infomercial campaign for the organization.

His accomplishments include negotiating contracts for Mexico's seven largest supermarket chains and tripling the sales for Nature's Lab in twenty two months. In addition, Mark launched a discount program with Sportsnuts.com which acquired 200 participants in six months as well as overseeing the launch of the Patient Assistance Program with Walmart. He also played a key role in keeping Health Assist profitable despite a downed economy.

With Mark's expertise and many years of experience in consultative selling, he is an expert facilitator of NewLeaf's Consultative Selling and Partner Business Management classes, as well as the company's lead Spanish-speaking facilitator in the Emerging Markets segment. Among Mark's other strengths is an in-depth understanding of how to discover a client's priority issues and turn them into strategies to build long-term customer relationships and account development.

Mark holds a Bachelor of Science in Business Management with an emphasis on International Business from Brigham Young University in Provo, Utah.