





CASSANDRA SOTO

Experienced leader in business development and operations management with 6 years in the Commercial Real Estate industry. Is a strategist with strong analytical skills looking to drive growth and profitability. Consistently recognized for outstanding performance, professionalism, and business acumen.

Frisco TX 

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PROFESSIONAL EXPERIENCE

Director of Sales | BG Talent

MAR 2019 – PRESENT

- Oversees market business development, sales, and operations to ensure continued growth and profitability
- Turned market from 51% to GP Budget in Q1 2019 to 93% GP in Q4 by year end, and trending at 139% for Q1 2020
- Delivers timely workplace talent solutions for onsite Property Management and Commercial Real Estate clients
- Responsible for marketing, corporate branding, talent acquisition, interviewing, hiring, coaching, networking, and presenting qualified and vetted candidates for requested onsite assignments through negotiated terms
- Creates and negotiates Partnership Agreements and spearheads special projects for talent placement
- Named a division Mentor for Mentorship Program year 2019-2020

Interim Managing Director | CityCentral

AUG 2017 – MAR 2018

- Coordinated new location project management, pre-sales, team recruitment, training, and marketing
- Discovered \$1.5M in cost savings from project and capital expenditures on new location development and opening
- Responsible for corporate pipeline, business pro forma, Profit & Loss management, budget, and company reports
- Completed monthly business analysis and drove month over month revenue growth by 20%+
- Directed the key account and enterprise relationships and acted as a consultant on transacting customers
- Streamlined sales and operations by training team members on consultative selling, SOPs, and industry best practices
- Head of local teams of Community Managers, Operations, and Business Development Departments
- Oversaw operational tasks including Enterprise contracts, HR, AP/AR management, compliance, customer escalations
- Created and implemented SOPs, Employee Manual, & other key documents to ensure KPIs were met and exceeded

Area Manager | IWG Regus

OCT 2014 – JUL 2017

- Lead all aspects of the business: operations, development, and profitability for 3-6 Business Center locations within a city territory. Achieved a scorecard ranking within top 25% of all North America Area Managers
- Improved EBIT +12% by developing, executing, and delegating clear action plans from monthly P&L and sales reports
- Managed and developed a pipeline of business to maximize revenue through new and existing customers
- Effectively negotiated pricing and terms for solution-based service agreements and memberships to win new business
- Recruited, hired, and coached a team of 5-12 Community Managers and Community Associates
- Demonstrated strong knowledge of market trends to influence new business through local marketing, sales activities, networking, and broker engagement
- Lead special project that maintained 79% customer retention which exceeded company average



EDUCATION

University of Arizona – 2018 | Bachelor of Arts in Interdisciplinary Studies, Minors: Chemistry, Public Health, & Psychology



PROFESSIONAL AFFILIATIONS

Commercial Real Estate Women (CREW) | Dallas – 2019 & 2020

Committees: Programs, Leadership, Membership, Smart Growth

Dallas Real Estate Ministries (DREM) | 2019 & 2020