

Christine Sierotowicz

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SUMMARY

Executive leader with extensive experience building, scaling, and optimizing sales and operations in real estate, retail, and service industries. Proven ability to launch companies from scratch, manage multi-state operations, and lead national teams exceeding 1,000+ members. Expert in recruitment, training, performance management, payroll, legal compliance, and driving KPI-based performance.

EXPERIENCE

*Golden Key Marketing & National Home Pro, **Director of Sales & Acquisitions***

Jan 2023 - Present

Led strategic direction and execution of sales and marketing operations for two affiliated LLCs-National Home Pro and Golden Key Marketing.

Structured and launched a real estate investment LLC from the ground up, overseeing all startup operations and growth initiatives.

Built and led hybrid teams (domestic + offshore) across sales, acquisitions, and marketing functions to support scaling objectives. Managed full real estate acquisitions lifecycle including lead generation, negotiation, contract execution, and closing.

Oversaw and managed a 60+ property portfolio, directing renovations, showings, buyer negotiations, and final dispositions. Created and optimized marketing strategies using CRM systems, intent-based campaigns, and digital outreach to increase engagement.

Directed all recruitment, onboarding, payroll, performance management, and compliance, including unemployment claims.

Managed marketing budget and campaign metrics, improving deal volume and return on investment through continuous strategy refinement.

*MV Realty, **Executive Director of Sales and Operations***

Jun 2021 - Apr 2025

Directed outbound sales operations for a 1,200-person remote team across 33 states, boosting productivity and reducing turnover.

Developed and led training programs, SOPs, and performance systems for onboarding and career development.

Oversaw multi-channel marketing and lead gen strategies (SMS, content, call flows), converting leads into contract-ready prospects.

Maintained HR compliance and labor law alignment across all states through collaboration with brokers and legal teams.

Delivered weekly data-driven investor presentations, providing KPIs and real estate insights for strategic planning.

Advised the CEO on company-wide strategy, business development, and operational improvements.

Fostered business development through vendor partnerships and new division support (Insurance, Home Loans).

Hosted national remote sales training weekly for performance optimization and employee development.

*G4S, **District Sales Manager***

Aug 2020 - Jun 2021

Managed 40 accounts across healthcare and residential sectors, supporting 1,100+ field security officers.

Drove 15% increase in new business through targeted outreach to underserved markets.

Improved client retention by 30% through personalized account support and proactive communication.

Led daily performance calls with field leaders focusing on safety, compliance, and execution.

Enhanced reporting processes using CRM data to track performance, identify trends, and optimize operations.

Oversaw team scheduling, recruitment, payroll, and HR compliance for field personnel.

Collaborated with HR on training, development, and employee relations initiatives.

Increased revenue by 20% through upselling and cross-selling existing accounts.

*Lennar, **Operations and Design Director***

Sep 2019 - Jul 2020

Directed all creative design operations across multiple projects while aligning output with brand standards and stakeholder goals.

Led cross-functional collaboration between marketing, sales, and operations to achieve cohesive project execution.

Oversaw team hiring, mentorship, and ongoing training, driving innovation and accountability.

Implemented improved design workflows and tools that boosted productivity and on-time delivery.

Reviewed and approved design deliverables to maintain consistency and quality.

Acted as client liaison, ensuring open communication and alignment throughout project lifecycle.

Contributed to strategic planning and long-term design roadmaps.

Monitored team performance and provided coaching and feedback aligned to project goals and KPIs.

*GL Homes, **Sales Manager***

Oct 2018 - Aug 2019

Led the construction and sale of 1,200 homes from land development through homeowner closings.
Directed a 15-agent team closing 90+ homes/month through expert leadership and market strategy.
Oversaw build schedules for 750+ homes including models, design centers, and buyer walk-throughs.
Managed payroll, budget, and policy approvals across construction and sales functions.
Developed competitive pricing strategies and evaluated community plans based on market data.
Planned and executed sales events, builder expos, and community launches.
Trained staff through monthly performance goals and quarterly evaluations to enhance success rates.
Maintained positive homeowner relationships through fast and effective service coordination.

*Victoria's Secret, **Store Director***

Jun 2013 - Oct 2018

Directed \$20M annual sales operation with a team of 150+ employees and 50 visual merchandisers.
Managed full talent lifecycle including hiring, onboarding, training, development, and succession planning.
Ranked top 10 nationwide in performance metrics for 3 consecutive years.
Successfully launched 6 new stores, managing construction, staffing, launch plans, and sales execution.
Led all visual merchandising aligned with brand campaigns and seasonal transitions.
Streamlined store operations to drive compliance, reduce costs, and elevate customer satisfaction.

SKILLS

Executive Leadership • Business Development • Sales Operations • Real Estate Investment • Strategic Hiring • HR & Payroll Compliance • KPI & Metrics Tracking • National Training • CRM & Automation • Performance Management