

# JAMES P. NAUGHTON

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## PROFILE

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- High-achieving financial services executive with a verifiable record of success in exceeding expectations across all sales metrics. Able to leverage relationship management talents and cogent presentation skills to convert new-business development opportunities into measurable profit gains. Definitive strengths in external wholesaling have contributed to outstanding revenue performance in competitive business arenas.

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### *Areas of Effectiveness*

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- Consultative Sales
  - Needs Assessment
  - Relationship Cultivation and Management
  - Training Program Development and Implementation
  - Company and Product Advocacy
  - Presentation Planning / Public Speaking
  - Team Mentoring / Tactical Guidance
  - Revenue Expansion / Profit Building
- Special talent for forging strategic alliances within the brokerage community to drive revenue growth, achieve repeat-business objectives and create sustainable long-term revenue streams.
  - Earned an industry-wide reputation for effectively applying business acumen, broad-based knowledge, and relationship management talents to respond to proprietary needs while surpassing clients' service expectations.

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## PROFESSIONAL EXPERIENCE

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### **Key Publishing Company**, Rhode Island

2008 to Present

*Independent Sales Consultant / Trainer / Author / Publisher*

Implemented new-venture plans to launch a successful sales-training consulting and self-help book publishing company serving the needs of the business and academic communities. Rapidly established a strong referral network by consistently exceeding client expectations during speaking engagements and through strategic marketing of a series of personally authored career-focused and general interest copyrighted publications.

- Capitalize on business acumen and experienced-based perspectives as a "billion-dollar" sales executive to develop high-impact presentations and training seminars for groups of all sizes, with the strategic objective of responding effectively to the career-planning and sales-performance enhancement needs of a diverse audience demographic.
- Integrate the theoretical and practical applications of solutions selling, consultative selling, and product-representation strategies into informal and formal presentations, including collegiate "Fireside Chats" that inspire students to explore career opportunities in sales and to incorporate relationship-building methods into burgeoning, cross-functional skill sets.
- Conduct comprehensive business-model assessments to identify proprietary problems and obstacles and provide tactical solutions and guidance on strategies and techniques for improving sales-force performance.
- Offer special expertise in the strategic application of wholesaling techniques within the financial services industry and provide consultative guidance across the full array of tactical sales and relationship management techniques.

### **Massachusetts Financial Services (MFS)**, Boston, Massachusetts

1987 to 2008

*Regional Vice President*

Recruited to America's oldest mutual fund company during a period of explosive business development to provide expertise in insurance investment products and lead the launch of a single-premium annuity that offered brokerage firms a tax-free investment strategy. Met the dynamic profit-growth needs of the company throughout tenure by structuring and delivering revenue-generating presentations at public seminars, client/advisor meetings, branch office meetings, and national/regional meetings and conventions.

- Forged strategic business alliances with wire house advisors, with a focus on advocating for the company's suite of mutual funds, defined contribution investment only (DCIO) products, fixed and variable annuities, and separately managed accounts.
- Established, cultivated, and solidified relationships with financial advisors and plan advisors at prominent brokerage firms within the wire house channel to deliver consistently strong performance results across all product offerings.
- Refined and heightened the impact of a public-seminar marketing strategy to capture impressive increases in annual sales revenue while strengthening the company's competitive market positioning.
- Developed and implemented comprehensive training programs to guide and groom junior wholesalers who subsequently achieved recognition as top-flight performers within the industry.
- Mentored internal sales representatives, with instructional efforts centered on providing insight into the relationship building strategies needed to achieve revenue-growth goals.

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### *Selected Accomplishments*

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- Achieved distinction as the only regional vice president in the history of the company to deliver unprecedented single-year sales totaling \$990 million.
- Earned recognition as a top sales producer within a field of 100 colleagues for 21 of 22 years with the company. Won membership in the company's Hall of Fame for sustaining consecutive years of exemplary sales performance and membership in the Chairman's Club in recognition of overall sales success.

*Continued*

***Selected Accomplishments (continued)***

- Developed tactical sales and marketing programs to promote a mutual fund without a front-end load targeting high-net-worth investors and non-qualified institutions. Validated the product's revenue-generating potential by personally capturing \$40 million in single-ticket mutual fund sales for this program that is still in existence.
- Captured new revenue streams after building the consensus needed to convince the company to offer the Government Limited Maturity Fund for inclusion in Massachusetts retirement portfolios within the framework of the state's regulatory-approval guidelines.

**Omega Services**, Garden City, New York (Division of Monarch Life Insurance Company) 1985 to 1987  
*Vice President*

Brought on board to tactically exploit knowledge of insurance and annuities to drive revenue growth as the division launched the industry's first-ever single-premium life investment product. Met the challenge of winning wholesale contracts for a suite of insurance offerings while targeting small and large accounts within all business channels.

- Targeted and captured major accounts with prominent investment banks and wire houses as well as numerous independent brokerages to position the company competitively within the financial services arena.
- Secured an ownership interest in the company and served as the divisional manager with accountability for tactically guiding a four-member wholesale team working from bases of operation in New York, New Jersey, Illinois, Ohio, and Arizona.

**Dean Witter Reynolds, Inc.**, New York, New York 1980 to 1985  
*Vice President*

Recruited to this prominent securities firm to spearhead business development initiatives for the wholesaling of annuity and insurance products in a territory that included all of New England, all of New York, and the Pennsylvania cities of Pittsburg, Scranton, and State College.

- Propelled the company's lowest-volume territory from a 14<sup>th</sup>-place ranking to a number-one ranking within 18 months by conducting high-impact seminars that were extremely well received by prospective clients. Sustained a number-one ranking throughout tenure with the company.
- Developed an industry-wide reputation for providing exemplary client services to respond to the proprietary needs of top divisional vice presidents and brokers.
- Earned recognition for outstanding accomplishments in a personal letter of congratulations from United States Senator Claiborne Pell.

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**PRIOR EMPLOYMENT**

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**Providence Journal Newspaper**, Providence, Rhode Island  
*Manager, Telemarketing Division*

- Co-managed the newspaper's Telemarketing Division, with responsibility for recruiting, training, and assessing the performance of 15 associates in the execution of telephone sales presentations to solicit new subscriptions.
- Contributed to the organization's success in winning recognition as number-one for new subscriptions while competing in a field of more than 10,000 newspaper publishers nationwide.

**Metropolitan Life Insurance Company**, Warwick, Rhode Island  
*Sales Consultant / Trainer*

- Traveled throughout New England to implement comprehensive training programs and provide tactical guidance for the field sales force.

**Travelers Insurance Company**, Hartford, Connecticut  
*Group Sales Representative*

**Independent Insurance Agent**, Hartford, Connecticut

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**EDUCATION**

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**Central Connecticut State University**, New Britain, Connecticut  
Bachelor of Arts Degree, English      Minor: Psychology

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**PROFESSIONAL DEVELOPMENT**

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Financial Industry Regulatory Authority (FINRA) Arbitrator Training (2011)  
Dale Carnegie High Impact Presentation Course (2009)  
Dale Carnegie Course (2009)

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**PUBLICATIONS**

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Naughton, James P. *Relationships Open Doors*, North Kingstown: Key Publishing Company, 2015.  
Naughton, James P. *Whatever Happened to the Pecords?* North Kingstown: Key Publishing Company, 2013.  
Naughton, James P. *Jump In and Start Swimming Supplemental Guide: Job and Career Assistance for College Seniors and Recent Graduates*, North Kingstown: Key Publishing Company, 2012.  
Naughton, James P. *Jump In and Start Swimming*, North Kingstown: Key Publishing Company, 2011.

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**MILITARY SERVICE**

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United States Marine Corps      \*      Honorable Discharge