

# COSETTE GIBSON-PFAFF

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*Business Advocacy | Sales & Account Relations | Business Consulting & Management*

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**OBJECTIVE:** Successfully develop, direct and lead positive changes within the business community creating a strong local economy through business advocacy, developing partnerships, leadership, and business consulting utilizing my stellar sales, marketing, networking, talent fostering, organizational, outreach and business management skills.

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## CORE COMPETENCIES

- Prospecting/Client Cultivation
  - Coaching/Mentoring
  - Leadership Development
  - Resource Maximization
  - Competitive/Strategic Planning
  - Networking
  - Employee Development
  - Budgeting/Forecasting
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## PROFESSIONAL EXPERIENCE

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### **FAST FORWARD YOUR SUCCESS, Tacoma, Washington**

**2010 – present**

*President* of a business consulting and coaching firm providing individualized or team approach to:  
Breakthrough Skills Coaching Performance Coaching Sales Diagnostics Speaker/Trainer  
Customer Service Evaluations & Training Entrepreneur Tool Kits Start-up Game Plan

### **TACOMA COMMUNITY COLLEGE, Tacoma, Washington**

**2010 - present**

*Adjunct Professor* Sales, Customer Service, Time Management, Negotiations, Business Development, Prospecting and Client Cultivation, Competitive and Strategic Planning, Coaching and Mentoring, Networking, Trade Show Strategic Planning, Budgeting and Forecasting

### **SOUTH SOUND REGIONAL BUSINESS INCUBATOR, Federal Way, Washington**

**2010 –2011**

*Executive Director*

- Led the advisory group through building acquisition, grant writing, and funding.
- Project managed a major remodel of the current building in 8 weeks meeting the grand opening time frame.
- Proactively recruited a board of directors consisting of local business leaders and industry experts.
- Developed and wrote the board policies, by-laws, and articles of incorporation, and 501c3 non-profit status.
- Recruited and developed a team of 46 business leaders and industry experts to provide business classes.
- Established, maintains and oversees the coaching and mentoring at the SSRBI.
- Directing/developing the continuously running six month training schedule and curriculum (minimum of two classes per week).
- Oversee the day-to-day operations of the building, in addition to maintaining and managing the budget.
- Coaches and mentors the incubator clients/teaches sales, customer service, time management, negotiation skills, business and strategic planning, speaking/presenting and writing skills.
- Represents the SSRBI in the community promoting the various services offered, establishing partnerships with businesses, educational institutions, legislators and other governmental officials.
- Coordinates and participates in the monthly/quarterly evaluation of client progress.
- Named U.S. Small Business Administration's 2011 Washington State Home-Based Business Champion

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**PROFESSIONAL EXPERIENCE** *continued*


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**TROTTER & MORTON FACILITIES SERVICES**

OF WASHINGTON, INC., Federal Way, Washington

2008 – 2010

*General Manager*

- Led a true cold start company: business grew from \$0 to over \$400,000 in less than eighteen months.
- Developed new client relationships in a down economy, including generating an average of four proposals per week.
- Worked closely with clients to identify their needs and challenges and provided solutions-oriented agreements and timelines.
- Directed all aspects of incorporation process, including meeting with attorneys, and coordinating with federal, state, and local government.
- Coordinated full scope of start-up tasks, including asset purchase, competitive vendor and labor union negotiations, recruiting and hiring stellar employee team, and providing comprehensive staff training.

**PUGET SOUND REFRIGERATION, Seattle, Washington**

2002 – 2008

*Sales and Customer Service Manager*

- Led growth of maintenance revenue base from \$1,000,000 to more than \$4,000,000 – gross profit in excess of 45%. Diamond Award winner in 2003 for individual sales in excess of \$1,000,000 in one year.
- Designed and implemented a new selling/marketing system to achieve higher closing rates.
- Promoted after only one year from strictly Sales Manager to broader Sales and Customer Service Manager.
- Developed a customized customer service program to increase customer retention: within one year retention went from 85% to 96%, topping off at 99% in years three through five.
- Trained, supervised, and mentored highly successful team of four sales representatives, one customer service specialist, and one administrative assistant.

**ESCHELON TELECOM, Seattle, Washington**

1998 – 2002

*Sales Manager*

- Managed sales throughout Seattle, Bellevue, and Tacoma, overseeing a varied team including sales associates, engineers, and telemarketers. Verifiable record for retraining an unproductive team to accomplish sales goals.
- Performed comprehensive competitive analyses and developed strategic plans to generate increased revenue shares throughout territory. Lead generation increased by 50%.
- Created and launched award-winning marketing plan that won five coveted government contracts.
- Formulated and managed annual budget of \$5.8 million, including sales forecasting and revisions.
- Troubleshoot and identified ways to cut costs, including initiating and leading the development of a Sales Engineering Department that decreased operating costs by 33%.

**STANLEY-BOSTITCH, INC., East Greenwich, Rhode Island**

1988 – 1998

*Area Manager*

- Recruited as Account Manager and quickly promoted to Area Manager responsible for managing sales throughout Washington, Idaho, Montana, & Alaska.
- Developed Fast Track sales program for greater success in the field, increasing territorial sales from \$280,000 to \$2.8 million.
- Consistently surpassed all sales goals annually, including peak performance at 43% increase from prior year to reach 120% of budget.
- Superlative performance earned Triple Crown Club for an unprecedented three consecutive years. (Triple Crown: concurrently exceeding gross profit goals and sales goals while maintain accounts receivables at less than 45 days.)

**COMMUNITY INVOLVEMENT**

- Tacoma/Pierce Co Chamber of Commerce
- Toastmasters International
- Referrals Unlimited (BOD)
- KIROs – Tacoma Chapter (BOD)
- St. Francis House (BOD)
- KIROs – Washington State (BOD)
- Seattle University Albers School of Business Student Mentor Program
- Women’s Resources (BOD)

**EDUCATION**

**Master of Science in Economics**, University of Idaho, 1984  
**Bachelor of Science in Economics**, University of Idaho, 1982

**PUBLICATIONS:**

Gibson, Cosette, 1984. *Economic Diversification And Its Effect On County Economic Instability In Idaho*, University of Idaho Agricultural Economics Department.

Smith, Stephen and Cosette Gibson, 1985. *The Employment Structure of Idaho’s Counties: 1980*, Western Rural Development Center.

Smith, Stephen and Cosette Gibson, 1987. *Economic Diversification and Employment Stability in Nonmetropolitan Counties*, Pennsylvania State University, Agricultural Economics and Rural Sociology Department.

Smith, Stephen and Cosette Gibson, 1988. *Industrial Diversification in Nonmetropolitan Counties and Its Effect on Economic Stability*, Western Journal of Agricultural Economics.

**REFERENCES**

**RALPH BRUKSOS**, *Owner*, Training Consultants Co.  
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