

PROFESSIONAL BIO:

MARK SHONKA



As Co-CEO of IMPAX Sales Performance, Mark Shonka unites powerful thought leadership and decades of high-level selling experience to launch the world's leading sales organizations to the next level of selling success. Intensely results and action oriented, Mark does far more than merely spout ideas about how to improve sales; he details precisely what sales teams need to do within their unique corporate structures and business cultures to achieve stellar sales success. His expertise is valued by organizations such as Microsoft, IBM, DHL, US Bank, Volvo, and GE Healthcare. Mark is a highly sought-after speaker around the world and has authored numerous articles by top selling publications. Mark also co-authored *Beyond Selling Value*, a business bestseller previously named one of the top 40 books of the year by Business Book Review, and *Breaking the Rules*, a book on selling value in a procurement-driven world.

Mark's sales acumen stays razor sharp because he practices what he preaches every day – expertly selling to the complete business-to-business spectrum and leading a team of top sales professionals who do the same. He is an authority on a range of sales topics including selling value, strategic account selling, strategic account management, account planning, and sales leadership.

Mark has been in a leadership role at IMPAX Sales Performance for more than 30 years. Prior to joining IMPAX, he had a successful sales career in the information systems industry working for IBM. He has a bachelor's degree in Marketing/Management from the College of St. Thomas and a Master of Business Administration from the University of Minnesota Carlson School of Management. Mark is actively involved in the community, providing leadership in academic foundations, sports associations, and his faith community.

IMPAX is a 36 year old global sales performance improvement company that works with value-leading companies to drive business results, and is consistently recognized as a "Top Sales Training Company" by Selling Power.