

Expertise

Mr. DiMisa works with leading companies to develop and implement sales strategies and sales effectiveness programs that drive profitable growth. He specializes in the design and implementation of sales management solutions to increase sales and profits for clients.

Mr. DiMisa has over fifteen years of experience providing thought leadership and expertise to many large corporate organizations including AT&T, Coca-Cola, Cisco Systems, Allstate Corp., CIGNA, Microsoft, Southern California Edison, Equifax, and PriceWaterhouseCoopers.

Mr. DiMisa's areas of responsibility include direct sales planning and management, sales operations, sales compensation and quota setting, sales channel and strategy planning, sales partner and agency management, outbound and inbound telephone sales, and various marketing disciplines. He has led sales and marketing organizations in the corporate area and is currently Head of the Sales Force Effectiveness Practice at Sibson Consulting.

Published Works/Speeches

Mr. DiMisa is a well known contributor to many business periodicals including the *Wall Street Journal*, *WorldatWork* publications, *Selling Power* magazine, *Society of Human Resource Management (SHRM)* publications, and *Sales & Marketing Management* magazine. He is also author of a best-selling business book entitled *The Fisherman's Guide to Selling: Reeling in the Sale - Hook, Line and Sinker* (Adams Media 2007). Additionally, Mr. DiMisa writes many white papers and speaks frequently on best practices and strategies for optimizing sales channel performance. His second book, entitled *Sales Compensation Made Simple*, was released by *WorldatWork* in December 2009.

Education/Professional Designations

Mr. DiMisa holds an MBA from the University of South Florida and a bachelor's degree from Troy State University.

Mr. DiMisa is a certified trainer for *WorldatWork's* "Elements of Sales Compensation" and "Competitive Market Pay: Pricing Critical Sales Roles" certification courses. He has recently devoted much of his time to identifying sales and marketing trends and issues across large global organizations. His findings are regularly distributed through survey briefings, readouts, and presentations.

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