

JONATHAN MALCHOW VEGA

SALES & BUSINESS DEVELOPMENT LEADER | REVENUE GROWTH | CUSTOMER ACQUISITION

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Sales and operations leader with 15+ years across B2B/B2C growth, client acquisition, account management, retail turnaround, real estate leasing, and e-commerce. Builds trust quickly, coaches teams against visible KPIs, and connects customer insight to revenue, conversion, retention, and operational performance.

SELECTED COMMERCIAL IMPACT

25% PORTFOLIO GROWTH 25 properties added	\$500K REVENUE Profitability in 3 years	30% REVENUE GROWTH Retail turnaround
17% → 23% CONVERSION Six-point improvement	3.5 UPT BASKET PERFORMANCE Against 2.0 goal	15+ LEASES / MONTH Consistent close volume

SALES LEADERSHIP PROFILE

New Business Development • B2B/B2C Sales • Full-Cycle Prospecting to Close • Account Growth • Consultative Selling • Contract Negotiation • Client Retention • Sales Forecasting • KPI Coaching • Team Leadership • CRM/POS • Pipeline Reporting • Market Expansion • E-Commerce • Vendor Negotiation

PROFESSIONAL EXPERIENCE

Owner and Operator | SpeedQueen Laundry | Framingham, MA | Dec 2023–Present

Own customer growth, local business development, service delivery, and daily commercial operations.

- Build recurring commercial and residential business through local outreach, responsive follow-up, relationship selling, and consistent service execution.
- Use CRM/POS records and customer data to track demand, coordinate delivery, resolve service issues, and prioritize revenue-producing work.
- Manage vendors, inventory, web presence, pricing inputs, customer communication, and quality control across the operating cycle.

Director of Operations and Business Development | Property Management One | San Francisco, CA | 2015–2021

Led growth, client relationships, portfolio operations, and performance management across 140 properties and 2,200 units.

- Expanded the managed portfolio 25%, adding 25 properties through targeted prospecting, relationship development, negotiations, referrals, trade shows, and strategic partnerships.
- Led 10 direct reports—seven portfolio managers and three administrators—and coordinated performance across 45 on-site employees; introduced structured training and advancement paths.
- Owned budgets, monthly financial reporting, client presentations, vendor negotiations, compliance, and account-level service recovery for owners, boards, residents, and partners.
- Implemented AppFolio as the shared CRM/system of record, improving client transparency, pipeline visibility, reporting consistency, and real-time property-performance access.

Director of Sales and Operations | MindinMotion | San Francisco, CA | 2015–2021

Built B2B growth in luxury hotel and spa channels while directing sales, e-commerce, pricing, purchasing, distribution, and receivables.

- Generated approximately \$500K in revenue and reached profitability within three years by developing accounts, expanding product lines, and connecting customer insight to assortment and channel strategy.
- Reduced product costs 28% through supplier sourcing and negotiation; automated sales and transaction workflows to recover 40 hours per week of operating capacity.
- Managed the full sales cycle from market research and prospecting through presentation, negotiation, close, fulfillment, and relationship follow-up.
- Produced sales forecasts and trend reports that guided purchasing, inventory, pricing, marketing, and product-category decisions.

Store Manager | Forever 21 | Plano, TX | 2013–2014

Turned around an underperforming retail location by making sales behavior, conversion, and basket KPIs visible and coachable.

- Increased revenue 30% and sales volume 26% in under six months through sales coaching, staffing discipline, merchandising, and customer-flow improvements.
- Raised conversion from 17% to 23%, achieved a 3.5 UPT against a 2.0 goal, and increased average transaction value from \$21 to \$46.
- Led hiring, scheduling, training, payroll, ordering, merchandise planning, returns, shrink control, monthly budgets, and forecasts.

Assistant Business Manager | Alliance Residential Company | Dallas, TX | 2010–2013

Managed leasing, prospect follow-up, renewals, resident relationships, sales reporting, and expense controls for high-end residential communities.

- Closed 15+ leases per month through lead follow-up, property tours, objection handling, application coordination, and disciplined pipeline reporting.
- Reduced operating costs 12% and supported year-over-year profit growth through rent increases, renewal strategy, expense controls, and capital-improvement ROI analysis.
- Named Assistant Business Manager of the Year in 2012 among 550 colleagues for closing performance and delinquency prevention.

EARLIER LEADERSHIP EXPERIENCE

Regional Visual Manager, Guess Inc. • Regional Visual Manager, Rainbow Apparel • Doctoral Residency Director, University of Phoenix • Assistant to the Executive Director, PRESHCO Study Abroad Consortium

EDUCATION

Master of Science in Library and Information Science (MSLIS), Archives Management | Simmons University | Conferred May 2026

Master of Liberal Arts in Extension Studies, History | Harvard Extension School | In progress; expected Spring 2027

Bachelor of Liberal Arts in Extension Studies, History and Finance, cum laude | Harvard Extension School | Conferred March 2024

U.S. citizen authorized to work in the United States • **Authorized to work in Spain**