

## EXECUTIVE BIO

Melissa Sylvester is a high-performing sales executive and strategic leader with deep expertise in revenue generation, sales leadership, and market expansion. As National Director of Sales at Armatus Dealer Uplift, she is responsible for driving the organization's sales strategy, leading sales teams, and developing scalable processes that support sustainable growth and customer success.

Melissa brings more than a decade of experience in sales leadership and strategic account management. Prior to joining Armatus, she held leadership roles at Comcast where she directed automotive sales teams across major markets including Baltimore, Washington, D.C., and Nashville. Managing annual revenue responsibilities ranging from \$6 million to \$15 million, she consistently exceeded performance goals while generating millions in new business and expanding key industry verticals. Her leadership and account strategy earned her recognition as a President's Club winner.

Throughout her career, Melissa has built strong partnerships with C-suite executives, marketing leaders, agencies, and business owners, delivering measurable ROI through strategic marketing and advertising solutions. Her experience spans multiple industries including automotive, healthcare, financial services, and government.

Melissa holds a Bachelor of Business Administration in Marketing with an emphasis in International Business from Hofstra University. A former Division I Women's Lacrosse Team Captain, she brings a competitive mindset, collaborative leadership style, and results-driven approach to every organization she serves.