

Robert Odom

Indirect Sales Manager, Boost Mobile (Dish/EchoStar)

robertjodom@gmail.com | 704-654-9555 | <https://linkedin.com/in/robertjodom>

Summary

Sales and business leader who turns clear goals into team execution, measurable performance, and practical operating systems. Experienced across wireless sales, dealer and distribution partnerships, retail leadership, business ownership, marketing, training, and tools that help teams focus and improve.

Core Skills

Sales leadership | Team development and coaching | Dealer and distribution partnerships | Operating discipline and performance management | Sales training and enablement | Marketing and campaign leadership | Business operations and financial management | Product conception and practical tool building

Experience

Indirect Sales Manager | Nov 2024-present

Boost Mobile (Dish/EchoStar) | Southeast Region

- Lead a Southeast Account Executive team responsible for dealer and distribution partnership expansion.
- Set territory priorities and translate them into weekly ride-alongs, coaching conversations, and execution plans.
- Own secondary retail escalation support and partner with the Regional Sales Director on performance and execution.

Owner | Aug 2023-Dec 2025

Techy Indian Land | Indian Land, SC

- Led a high-performing team and owned day-to-day operations for a local device repair and technology services business.
- Created and executed marketing campaigns that increased brand visibility and customer engagement.
- Managed financial resources, client relationships, real estate responsibilities, and strategic business growth planning.
- Built and implemented a sales training program to improve team capability and execution.

Director of Sales & Marketing | Nov 2017-Sep 2023

The Original Mattress Factory | Charlotte, NC

- Directed sales and marketing teams toward revenue, customer, and business growth goals.
- Built sales training programs, marketing campaigns, and commercial strategies to grow revenue and market share.
- Used market and competitive analysis to identify growth opportunities and shape business priorities.
- Owned budgets, client relationships, and a real estate portfolio including location scouting and lease negotiations.

District Manager | 2015-2017

GP Mobile | Charlotte, NC

- Owned performance across a multi-store wireless retail district and led teams toward company goals.
- Developed sales strategies to increase revenue, market share, and execution consistency across locations.
- Evaluated performance, coached development areas, and reinforced accountability through regular field leadership.
- Strengthened customer relationships and service standards to support satisfaction and retention.

Retail Store Manager | 2011-2015

T-Mobile | Charlotte, NC

- Owned store sales performance, budgets, inventory, and daily operating standards.
- Built team capability by training new staff on company policies, procedures, and customer service standards.
- Analyzed sales data to identify trends, diagnose performance gaps, and prioritize improvement.
- Led visual merchandising and customer experience initiatives to strengthen presentation and drive sales.

Selected Achievements

National leader in tablet PSA performance

Built field execution around clear goals, visible progress, and focused coaching after the tablet launch.

First team in the nation to record a Starlink sale

Converted a new product launch into immediate field execution through focused team coaching.

+9.4% growth in one core performance KPI, +4.5% in another

Real aggregate territory gains under Robert's leadership, described with generic KPI labels to protect internal metric names.

Recognition

T-Mobile Annual Winner's Circle — 2011

Recognized among T-Mobile's frontline performers for results and customer experience during my retail leadership tenure.

National Recognition Committee

Collaborated across EchoStar business units, including Hughes, DISH, and Boost, on national recognition and team celebration.

National Newsletter Committee

Contributed to EchoStar's national company newsletter through a cross-functional communications team spanning its business units.

Wireless Organization Newsletter Committee

Worked with a broader wireless organization to share field perspective and team stories.

AI Guru's Committee

Collaborated on a wireless organization committee focused on practical AI adoption for sales teams.