

## Lessons learned

**BRIAN DUNLAP:** Executive vice president and chief sales officer, CIT Vendor Finance, Livingston

**WHAT I DO:** Direct a group of vendor, finance, business development and sales executives who prospect, hunt, land, sign and manage new global customers

"My key ingredients for success: Create a vision and evangelize it, embrace the unknown, don't be afraid to change to seize new opportunities, always challenge yourself and your team, listen well to your customers, build, grow and leverage relationships, be incredibly persistent, make something happen and never give up."

