

Name, Sr.

37 Chandler Drive City, Zip • 800-555-1212 • email@gmail.com

C-LEVEL MANAGEMENT / VP / DIRECTOR: Sales & Marketing

Directed multi-million dollar expansion and revenue growth of leading companies through the development of core business segments, including new market penetration and product development. Forward-thinking entrepreneur and innovator continually forging profitable new paths, including transforming innovative ideas into new businesses. Big picture strategist able to connect-the-dots and create a winning platform for success. Excel in propelling growth for new start-ups through unique and creative market penetration strategies. Skilled negotiator and business developer capable of influencing sales and procuring contracts with clients worldwide.

- Unique blend of sales and marketing, research and development, technical and commercial insight.
- Consistent execution of wide-ranging business, marketing, communication, product launch, new offering introductions, to bolster business opportunities into profit.
- Dynamic leader with expertise in training, mentoring, and motivating teams by creating a passion for achieving measurable goals. Cultivated relationships with major corporations such as Dell, Sears, Staples, QVC, and Zales.

Brand Management • Business Development • Campaign Management • Competitive Analysis • Contract Negotiation
Competitive Product Positioning • Direct Marketing • New Product Development, Launch • Market Positioning
Sales Development, Penetration • Market Research • Go-to-Market Strategy • Product Lifecycle Management

PROFESSIONAL EXPERIENCE

COMPANY City, ST

A Digital Data Security Company.

Executive Vice President- 2004-2009

Management partner of this start-up, overseeing strategic and business mission planning, goal development, as well as R&D, business development, and sales/marketing. Serving as Board Member, facilitated the development of the Company's Charter. Identified revenue streams and dual 'go to market' strategies. Benchmarked, orchestrated, and led channel development, marketing collateral, training, and product development. Supervised staff of 15, successfully marketing services to 80+ private enterprises and military/government organizations.

Key Accomplishments:

- Key participant in the R&D of the company's 1st product - a Digital Shredder.
- Championed research of and feedback from the existing Security Market to deliver "first to market" technology – a successful launch nationwide and internationally. Seamlessly adopted by Federal Deposit Insurance Corporation (FDIC), Homeland Security, MasterCard, as well as major hospitals, RCMP - Royal Canadian Mounted Police and Australian Federal Government and more.

COMPANY, LLC, City, ST

National Wholesaler of Fine Jewelry.

Executive Vice President- 1999-2004

Aligned, and directed sales, marketing, business development, account management, vendor relationship building, and client services. Oversaw all legal compliance matters. Captured and transformed leads into viable business opportunities, continually monitoring and assessing subsequent growth. Cultivated profitable relationships with major companies, facilitating new market development growing profits. Strengthened overall marketing planning and implementation functions by designing a progressive action plan for the sales teams. Supervised 22.

Key Accomplishments:

- Elevated company to rank as one of the largest National Wholesalers in the US in 4 years.
- Triggered exponential growth of \$44M by conceptualizing, planning, and launching strategic market penetration and sales strategies.

Prior to 1999, held roles as **Vice President of Sales & Marketing** for Company Fine Jewelry Inc. Worked as **Director of Sales** for Company. Also worked as **VP, Sales** and **Regional Sales Manager** for Company.

EDUCATION

MBA, University, City, ST

BA, Business Administration; Marketing, State College, City, ST