

FULL NAME

Address, City, State, Telephone Number, Email

EXECUTIVE SUMMARY

A results oriented leader in Marketing and Sales, with demonstrated accomplishments in manufacturing, distribution and service organizations. Recognized for exceptional collaboration and leadership skills, developing teams to grow targeted revenue and maximize bottom-line profitability. Expertise includes:

- Organizational Leadership
- Consultative Selling
- Product Management
- P & L Management
- Change Management
- Branding and Promotion
- Strategic Planning
- Cross Functional Team Building
- Communications

PROFESSIONAL EXPERIENCE

APPI <i>Vice President, Marketing</i>	City, State 20xx-Present
<p>Senior leader responsible for strategic planning, corporate communications, external relations, advertising and promotion, membership development, and sales for an international association serving the pulp, paper, packaging, and converting industry.</p> <ul style="list-style-type: none">• Proactively reduced expenses by \$300 thousand annually by working with senior leadership team to outsource non-essential internal functions.• Improved product portfolio by leading development team across three business units and introducing seven new products in 2006.• Improved organizational structure by identifying key positions, critical competencies and skill sets needed, determining existing gaps between the two, and staffed openings accordingly.• Redirected focus by facilitating discussions with Board of Directors and identifying core and growth market opportunities.• Refined brand positioning and improved marketing communications by analyzing market trends and redefining customer value proposition.	
GEORGIA-MAPLE <i>Vice President, Marketing and Sales, Distribution Division, (20xx – 20xx)</i>	City, State 20xx –20xx

Senior Manager who orchestrated sales development, market and customer segmentation, product management, supplier relations, and internal and external marketing communications for a multi- billion dollar business unit distributing products throughout North America.

- Championed focus on fewer strategic suppliers that enhanced key partner relations, reduced product duplication, and generated \$200 thousand income from negotiated supply agreements and performance incentive plans.
- Achieved above industry performance for all major product categories and 50% increase on key private label products in a declining market.
- Unified best practices from across 85 operating units by pioneering a regional segment leadership team that was adopted company-wide.
- Elevated the skills of 1200 field representatives by developing and implementing sales training for customer segmentation and target account planning.
- Enhanced product mix by introducing multiple higher margin private-branded product.

Business Unit Director, Manufacturing Division (20xx)

Matrix managed \$786 million business unit consisting of sales, customer service, price management, quote desk, logistics, financial analysis, operations planning and inventory management departments.

- Promoted and led cross-functional team that restored on-time service after SAP systems conversion disrupted order, manufacturing and shipping functions.
- Improved sales forecast and planning accuracy 10% by creating disciplined sales planning process.

Director of Sales (20xx – 20xx)

- Reduced operating cost by \$4.5 million and significantly improved customer satisfaction by restructuring a \$564 million business, integrating two sales and customer service organizations.
- Transformed sales organization from transactional sales to alliance selling by developing and implementing value added sales and account management training.
- Appointed to lead synergy efforts between newly acquired distribution division and manufacturing division that achieved 14% growth on a \$305 million base in first year.

National Sales Manager, (20xx – 20xx)

- Achieved 10.2% growth in a declining market by revitalizing \$216 million value added business.
- Improved organizational performance by recruiting 15 new hires, building alignment between field and division management, and implementing account management and profitability measurement tools.
- Key team member doubling profitability for manufacturing facility by designing and selling a revised product portfolio which reduced production and inventory inefficiencies and increased market share.

WAUSAU PAPER COMPANY***Regional Sales Manager*** (20xx – 20xx)**City, State****19xx-20xx**

- Directed a \$90 million regional sales territory in Eastern Canada and Eastern United States; supervised four District Sales Representatives and maintained Mid-Atlantic sales territory.
- Doubled sales volume and justified manufacturing acquisition by developing and implementing new sales strategy.
- Led task teams for new products, market development, advertising, and strategic planning.

District Sales Manager (19xx – 20xx)

- Managed a \$16 million sales territory throughout New England, New York, Philadelphia, Baltimore, Washington, and Virginia including distribution, sales, and customer service.
- Analyzed distribution options and improved product mix, profitability, and future growth opportunities during a sold-out capacity environment.

EDUCATION AND PROFESSIONAL DEVELOPMENT

Master of Arts Business Technology Management, Stevenson University, MD **20xx -Present**

Bachelor of Arts Business Administration, Stevenson University, MD 19xx

Leadership Development, Interaction Management, Project Management, Diversity Training
Total Quality Process, University of Michigan School of Business – Effective Sales Management