

NICOLE T. RYERSON

Residence: (XXX) XXX-XXXX
Cell: (XXX) XXX-XXXX

nryerson@xxxxxxx.xxx

Address
City, ST XXXXX

SENIOR MANAGEMENT EXECUTIVE COO / GENERAL MANAGER / MANAGING DIRECTOR

- ~ Consumer Packaged Goods & Appliances Expertise ▪ Mature, Start-Up & Turnaround Operations ~
- ~ International Background - North/South/Central American & European Markets ~
- ~ Valuable Network of Contacts Spanning Nearly All Mass Market Distribution Channels ~

Deeply accomplished and results-driven senior management executive with an extraordinary record of success driving high-value revenue and profit gains, large-scale cost savings, and improved organizational productivity and performance. Consistent, documented ability to lead teams in developing new, profitable multimillion-dollar revenue streams and opening thousands of new distribution points. Superb change agent with proven talents for building customer-focused organizations that exceed goals year after year and recruiting and developing other leaders with an equal desire to excel and win.

CORE QUALIFICATIONS

General / Operations Management
P&L Management
Strategic Business Planning
Team Building & Leadership

Revenue & Profit Growth
Change Management
Distribution Expansion
Business Process Improvement

Global Business Expansion
Acquisitions & Mergers
Partnerships & Alliances
Key Customer Relationships

PROFESSIONAL EXPERIENCE

Xxxxxxxx – City, ST

19XX – 20XX

(One of the world's largest consumer battery and lighting device companies with \$1.3 billion sales in more than 115 countries globally.)

MANAGING DIRECTOR, XXXXXXXXX (20XX – 20XX)

Promoted to direct and provide executive guidance for operations, sales, marketing, finance, human resources, and IT for European, Middle Eastern, and African operations including a \$45 million (output) manufacturing plant, a packaging facility in Germany, and 6 country-branch offices in Western Europe. Held full P&L management authority and headed 150+ staff.

Led the charge to increase base of customer distribution in international consumer retail channels, a challenge previously attempted and failed by predecessors. Provided team leadership that successfully won brand recognition and product placement in Europe's most recognized DIY, electronics, and food retailers, generated dramatic category growth, and ramped customers' GMROI to new highs. Established the Rayovac brand as the #1 preferred value brand within the U.K.

Spearheaded organizational restructuring and change management initiatives that transformed the organization into cross-functional, customer-focused teams that produced striking increases in internal efficiency while improving responsiveness and solutions to customers' challenges. Served as visionary and driving force behind numerous other initiatives, including:

- *Facilities consolidation*
- *Packaging cost reductions*
- *Inventory control and reduction*
- *Business processes enhancement*
- *Best practices implementation*
- *Product sourcing improvements*

Key Results:

- Drove 39% profitable revenue growth to a high of \$75 million.
- Doubled operating profit to \$8 million in 20XX from original \$4 million in 19XX.
- Added 2,500 new distribution doors and increased consumer retail channel sales 59% to \$43 million.
- Delivered 96% improvement in XXXXXX division's operating profits.
- Boosted consumer division operating margin to 9.4% from original 5.6%.
- Slashed operating and overhead costs \$12 million.
- Increased cash flow \$3 million.
- Championed successful acquisition of a EUR\$400 million German battery company.

This résumé is not a template and copying is prohibited; it was written for a real client (identity disguised) and is an example of the quality and style of résumés written by Distinctive Documents www.distinctiveweb.com.

Copyright 2010 – Distinctive Career Services, LLC

VP, GLOBAL SALES OPERATIONS (20XX)

Selected for short-term assignment to play a primary role in transforming Xxxxxxx from a domestic company to one now competitively operating on 3 separate continents worldwide. Led sales, marketing, and supply chain integration team following acquisition of a Latin and South American battery company. Required visionary leadership to overcome problems associated with highly decentralized nature of enterprise, inconsistent inter-company product transfer prices, unsuitable landed costs, and unacceptably high inventory levels. Formed a global sales team and implemented process to better serve Wal-Mart on an international basis, including the U.K., Mexico, Korea, and Argentina.

Key Results:

- Completed assignment 50% ahead of schedule, achieving all goals in just 3 months.
- Won recognition as 1 of 5 original global suppliers to Wal-Mart, leading to new business worldwide.
- Laid groundwork that fostered a 25% increase in Latin American sales within 1 year of acquisition.
- Cut excess inventory \$20 million in 6 months.
- Optimized product movement within corporate supply chain by developing new transfer pricing policy.
- Rationalized Latin American plant operation in conjunction with EVP of Operations.
- Implemented an integrated global consensus forecasting process.

VP, NORTH AMERICAN SALES (19XX – 20XX)

Advanced to direct all sales and marketing for a \$320 million consumer products business, including leadership of 215 sales, marketing, merchandising, and business analysis staff. Accelerated organic growth with existing customers and developed new revenue streams by maximizing distribution and positioning products in nearly every mainstream retail distribution channel. Restructured organization into customer-focused teams, successfully solving problems with poor performance in customer delivery metrics and increasing efficiencies in promotion planning cycles and promotions' speed to market.

Key Results:

- Generated record-setting sales and earnings for 6 consecutive quarters.
- Tripled business with Sears to \$20 million, growing to distinction as company's 3rd largest customer.
- Produced 55% improvement in on-time, accurate, complete shipments to customers.
- Expedited speed-to-shelf for new promotions and products 166%, cutting required time 5 months.
- Earned honors for company as *Vendor of the Year* at ShopKo and Wal-Mart Canada.
- Selected twice as *Vendor of the Quarter* by Wal-Mart (US).
- Transformed supplier organization into a customer-centric team focused on meeting customer needs.

VP, CONSUMER SALES (19XX – 19XX)

Recruited by CEO to drive new, profitable revenue streams and lead expansion of retail distribution. Headed a 32-person team and managed all sales and channel marketing for the \$120 million business. Held dotted-line responsibility for 80 retail-merchandising representatives. Took over during a period of sluggish sales and restructured the organization to achieve 15% growth targets. Reduced headcount 15% and launched new customer consulting partner program.

Key Results:

- Jumpstarted stagnant sales and surpassed net sales and sales margin plans for 8 consecutive quarters.
- Produced \$30+ million new and incremental business in just 2 years.
- Penetrated 4,000 new distribution points including supermarkets, hardware stores, and auto centers.
- Refocused sales team initiatives and strategies to dovetail customer initiatives.
- Played key role in pioneering Xxxxxxxx's distribution expansion beyond traditional retail channels.

This résumé is not a template and copying is prohibited; it was written for a real client (identity disguised) and is an example of the quality and style of résumés written by Distinctive Documents www.distinctiveweb.com.

XXXXXXXXXXXX – City, ST

19XX – 19XX

(Manufacturer of water treatment products for consumer markets.)

SALES MANAGER, CONSUMER DIVISION

Joined senior management team to introduce to market a new product line of consumer appliances into traditional retail channels of distribution, including department stores, warehouse clubs, and home centers. Developed and implemented new sales organization, recruiting and training 2 regional sales managers and 13 manufacturers' rep organizations. Devised and rolled out all aspects of commercial programs.

Key Results:

- Built a full-scale sales organization and all commercial programs from the ground up.
- Achieved \$12 million revenue target in first year of company.
- Opened over 4,500 new doors of distribution in just 3 months.

XXXXXXX – City, ST

19XX – 19XX

(\$180 million marketer and manufacturer of floor care cleaning appliances.)

VP, SALES AND MARKETING (19XX – 19XX)

VP, SALES (19XX – 19XX)

NATIONAL SALES MANAGER (19XX – 19XX)

EASTERN REGIONAL SALES MANAGER (19XX – 19XX)

Progressed on the fast track through positions of increasing challenge and responsibility to lead a 25-person organization and direct all strategic marketing and sales plans for the mass retail market, including direct mail response, TV home shopping network customers, and home centers. As VP of sales, charged with recovering lost customer bases and rebuilding revenues following Chapter XI bankruptcy and reorganization of company.

Key Results:

- Grew sales 86% to \$164 million in just 3 years and built total company share of market 30%.
- Honored as *Vendor of the Year* at Target (2x), Venture Stores (2x), ShopKo, and Fingerhut.
- Named *Vendor of the Quarter* by Wal-Mart 3 times.
- Introduced product line extensions that contributed \$10+ million incremental operating profit.
- Produced a QVC infomercial that sold 20,000 units in 4 hours, a record to this day.
- Increased Wal-Mart sales 5-fold in 4 years as result of introducing new net pricing program.
- Doubled business to \$130 million between 1986 and 1988 while reducing headcount 22%.

* Early career as a sales representative and unit sales manager with XXXXXXXXXXXXXXXXXXXX Company.

EDUCATION & CREDENTIALS

Bachelor of Arts, Economics – College of XXXXXXXXXXXX – City, ST

Kellogg Graduate School of Management, Finance for Executives Program – XXXXXXXXX University – City, ST

Member, Vacuum Cleaner Manufacturers' Association

Member, Association of Managing Directors, London

This résumé is not a template and copying is prohibited; it was written for a real client (identity disguised) and is an example of the quality and style of résumés written by Distinctive Documents www.distinctiveweb.com.

Copyright 2010 – Distinctive Career Services, LLC