

DAVE Q. EXAMPLE

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DIRECTOR OF OPERATIONS

Strategic Marketing ~ Business Development ~ Corporate Branding

Innovative and versatile strategist, recognized by industry leaders as a pioneer in the field of strategic marketing. Commended throughout career for formulating effective marketing plans, improving ROI, and achieving consistent year-over-year growth. Exceptionally articulate and persuasive; able to negotiate win-win deals with Fortune 500 organizations. Respected by peers for unparalleled professionalism.

EXPERTISE SHOWCASE

- | | | |
|-------------------------|----------------------------|---------------------------|
| ❖ Business Development | ❖ Marketing/Advertising | ❖ Business/Revenue Growth |
| ❖ Operations Management | ❖ Team Building/Leadership | ❖ Strategic Planning |
| ❖ Project Management | ❖ P&L Management | ❖ Finance/Accounting |

EXECUTIVE PROFILE

Confidential Company • New York, NY

August 1998 - Present

President & Chief Executive Officer (CEO)

Accountable for establishing a strategic direction for the company, devising methods to improve business performance, and providing guidance to all departments, including Sales, Marketing, Distribution, HR, IT, and Accounting. Hires, trains, and develops all C-level personnel to ensure high levels of performance and retention. Collaborates with management staff on cost-cutting and process improvement initiatives.

- ◆ Grew business from zero in 1998 to over \$185M in 2011 by negotiating contracts with key accounts, including Hewlett Packard (HP), International Business Machines (IBM), and Dell.
- ◆ Increased profit margins by 26% by successfully negotiating development costs with overseas vendors and suppliers.
- ◆ Improved revenue in existing accounts by an average of \$50K per month by utilizing strategic up-selling techniques.

EDUCATION & PROFESSIONAL DEVELOPMENT

CSU, Sacramento • Sacramento, CA

Aug. 1992 - Dec. 1996

Bachelor of Science in Business Administration, Marketing Minor

Colorado State University • Fort Collins, CO

Aug. 1989 - Dec. 1991

Associate of Science in Business Administration