

## ENELOW–KURSMARK EXECUTIVE RESUME TOOLKIT

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**Definitive Guide to Strategizing, Writing, Formatting,  
and Designing Resumes for Senior Management  
and Executive Opportunities**

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### **Gallery of Executive Resumes**

#### **Group 1: Sales and Marketing Executive Resumes**

**O**ur satisfaction in writing resumes for our executive clients comes from the uniqueness of each person and each project. It is exciting to uncover an executive's brand and communicate it overtly on paper! It is a thrill to transform a bland, ho-hum resume into a sizzling marketing document with value and benefits that practically jump off the page! Yet, within all of that excitement and creativity, we appreciate having just a bit of structure to guide our development and presentation of career material. We don't have to reinvent the wheel every time; we can simply give it a different, entirely personal spin.

Thus, as you review the resumes in this Gallery, you will notice similarities in structure and organization. In fact, the resume formats illustrate the strategies we recommend as best-in-class for executives, as described in Section 1 of the Executive Resume Toolkit. Yet each document is unique—the language, content, structure, and emphasis were all carefully chosen to best showcase the specific information from that particular executive's life and career.

As you read each resume, we think you'll understand why we chose the format, language, organization, and presentation that we did; but for some insights into our thought process, first review the notes that appear on the following seven pages.

Most importantly, use the examples in the Gallery to inspire and assist you in crafting your own perfect, and perfectly unique, resume.

## GROUP 1: SALES AND MARKETING EXECUTIVE RESUMES

	<b>Page</b>
<b>1. Adam T. Warner</b>	<b>3</b>
Third-party endorsements are a powerful addition to the Core Competencies summary. Notice the non-degree format in the Education section.	
<b>2. Robert R. Jensen</b>	<b>5</b>
Targeted to executive recruiters, this resume clearly and succinctly highlights core competencies in the summary and then follows with a detailed listing of all relevant sales, marketing, and financial achievements.	
<b>3. Lewis C. Montgomery</b>	<b>7</b>
One of our favorite formats, this resume defines the specific opportunity presented by each position and then delineates the resulting achievements as they relate to that specific challenge.	
<b>4. Lou Gregory</b>	<b>10</b>
Lou's search is focused on the international marketplace. Therefore, this resume includes a special section that encapsulates Lou's wealth of international experience along with the most notable accomplishments to create the perception of an extremely well-qualified international executive.	
<b>5. Dorothy Reynolds</b>	<b>12</b>
Using the ORR (Opportunity, Responsibility, and Results) format makes this resume an extremely easy read for any hiring authority to clearly understand the challenges, actions, and accomplishments of each position.	
<b>6. Eileen Pepper</b>	<b>14</b>
Branding statements call attention to consistent career themes of revenue generation and growth. These themes are supported by specific examples in both the summary and the Experience and Achievements section.	
<b>7. T.J. Mulholland</b>	<b>16</b>
Success in sales is all about numbers, and this resume uses striking visuals to highlight impressive numbers. Sales performance is compared to industry average for even greater impact.	
<b>8. Martin R. Allison</b>	<b>18</b>
Starting with a clear branding statement, the expanded summary section emphasizes the most notable achievements in an easy-to-read format. Accomplishments from each position are highlighted in bold to quickly bring the reader's eye to Martin's most salient information.	

## SALES • MARKETING • REGIONAL MANAGEMENT

### KEY ACCOUNT MANAGEMENT • OEM & VAR CHANNEL SALES

**Innovative, resourceful, highly productive sales and marketing executive, consistently successful selling complex products in competitive global markets.**

Expert negotiator, relationship builder, and program and project manager, highly skilled at managing multiple global accounts, OEM manufacturing programs, full-fledged marketing campaigns, and the entire customer relationship from prospecting through production.

#### Core Competencies

- Multimillion-Dollar Negotiations
- High-Impact Sales Presentations
- Territory Development & Growth
- New Customer Development
- Multicultural Communication
- Strategic Marketing
- Team Building
- Cost-Benefit Analysis
- Client Retention
- Technical Knowledge

#### EXECUTIVE ENDORSEMENTS

*“Mr. Warner... was able to make an immediate contribution due to his ability to come up to speed quickly, his leadership of a very diverse team in a stressful situation, and his extensive knowledge of our industry and the dealer channel.”*

*“His work with the Operations support team and customer Purchasing team resulted in a very smooth start with all commitments met.”*

*“Adam has a very high commitment to our business and to the welfare of his customers.”*

## PROFESSIONAL EXPERIENCE

PRINTEX, INC.

Waltham, MA, 1995–2007

*Leading manufacturer and reseller of laser and inkjet printers and products; \$4B revenue*

**Global Sales Executive, 1999–2007:** Delivered outstanding sales results, managing OEM partnerships with global customers—selling hardware and technologies, overseeing complex programs and logistics, and managing strategic customer relationships. Held primary responsibility for Asian accounts, most significantly Japanese manufacturers including one of the company’s largest accounts (Toshiba). Continuously prospected for new customers and developed new business with existing accounts.

- Generated as much as \$300M annual revenue, consistently above projections. Most recent results:

	2004	2005	2006
<i>Performance to Plan</i>	110%	119%	113%

- Negotiated multi-year, multimillion-dollar contracts involving intellectual property and detailed customer specifications, requiring extensive interaction with Printex and customer legal departments. Fully responsible for program execution to customer’s exacting specifications.
- Landed and managed significant business with Asian manufacturers Sharp, Sanyo, Samsung, Xerox, others.
- Pursued Japan’s #2 computer manufacturer and retailer; landed multi-year business, valued above \$50M, and led rapid 3-month ramp-up.
- Focused business development on strategic customers, those with the right distribution and marketing capabilities for long-term market success.
- Convinced reluctant manufacturer to convert from internal to outsource manufacturing of printers and cartridges by selling and delivering on ability to boost volume, reduce costs, meet stringent quality demands, and respond more flexibly to changing market needs.
- Designed and launched innovative self-funded MDF (rebate) program to drive up sales of printer cartridges at the retail level; generated \$28M in new revenue (\$8M above projections) and 8X ROI on the rebate investment.

## PRINTEX, INC., continued

**Channel Sales Support / Channel Advocate**, 1997–1999: Led aggressive drive to secure new VAR channel partners, conceiving, launching, and executing marketing strategies, programs, and campaigns to attract resellers. Created marketing materials, including mass-mailing deliverables; oversaw database development and data implementation; managed trade show activity and dealer programs.

- Spurred a major influx of new resellers by designing unique “calls to action” that motivated VARs to contact and affiliate with Printex.
- Conducted channel surveys and redesigned/customized marketing programs to closely address the identified needs and concerns of potential partners.
- Invigorated involvement at the dealer level through an easy-to-use dealer reporting program with incentives for participation.
- Ousted HP from the #1 spot in the VAR channel and earned recognition from *VAR* magazine.

**OEM Sales Executive**, 1995–1996: Brought on board as part of dedicated sales team to launch Printex’s new photographic-quality printer product line.

- Rapidly generated business, securing new customers and placing OEM products in both the VAR/reseller channel and OEM manufacturers.
- Rescued more than \$5M by quickly and efficiently liquidating inventory when Printex decided to exit the market segment.

## BIG HUB COMPUTER CENTERS

Boston, MA, 1988–1995

*PC reseller chain specializing in IBM and Hewlett Packard products; 60 corporate and franchised locations*

**Program / Marketing Manager**, 1991–1995: Spearheaded marketing and new product development while managing relationships with HP and IBM at the headquarters level. Developed marketing, training, and advertising strategies, programs, and materials; analyzed and reported sales revenues; performed new product evaluations.

- Managed more than \$100M annually in co-op marketing funds.
- Served as expert resource, trainer, and mentor to sales managers and sales force.
- Spearheaded product development for new line of computers launched under Big Hub’s private label. Worked closely with suppliers on product specifications and production; developed training materials and customer deliverables.

**Sales Manager—Providence, RI**, 1990–1991: Promoted to manage one of the company’s highest revenue-producing districts, comprising 2 retail locations plus an outside sales staff. Consistently exceeded \$250K monthly revenue goal.

**Sales Manager—Attleboro, MA**, 1988–1990: Exceeded all sales goals and identified, pursued, and closed several very large contract opportunities.

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**EDUCATION**

University of Rhode Island, Kingston, RI

Completed 75% of requirements toward Bachelor of Science in Computer Science (full-time studies, 1983–1986).

Numerous professional development courses to build technical product knowledge and sales/marketing skills.

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**SALES MANAGER / KEY ACCOUNT MANAGER / SALES LEADER**

**Key Contributor to Driving Growth, Increasing Revenues & Improving Profitability  
High-Growth Organizations ~ Multi-Site Retail Operations ~ Dynamic Start-Up Ventures**

High-performance sales career leading organizations through accelerated growth to dominant market positions. Successful at orchestrating the entire sales process, from opportunity identification through market launch, customer capture and retention, and product/service delivery. Top-of-the-line presentation, negotiation, and relationship management skills. Talented sales trainer and team leader. Driven, decisive, and self-motivated; strong problem-solving skills. Uncompromising ethics and integrity.

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**CORE MANAGEMENT QUALIFICATIONS****Sales Leadership**

Strategic Sales & Market Planning  
Consultation & Relationship Building  
New Business Development & Procurement  
Brand Development & Merchandising  
Sales, Product & Service Training  
Customer Service Leadership

**Business Leadership**

P&L Management & Improvement  
Multi-Site Operations Management  
Turnaround & Change Management  
Growth & Expansion Leadership  
Budgeting & Cost Reduction/Control  
Performance Measurement & Improvement

**PROFESSIONAL EXPERIENCE****Senior Account Sales Manager promoted to Director of Operations**

2003 to Present

**TERRA-MOBILE, LTD.,** Detroit, MI*Rapid-growth, multi-site telecom company – exclusive authorized agent for Verizon Wireless – with retail operations throughout Michigan*

Member of the management team of this high-growth, multi-site operation. Recruited as Senior Account Sales Manager to build Terra-Mobile's outside business sales channel. Achieved/surpassed all objectives and promoted to Director of Operations with full responsibility for sales production, inventory control, and product selection/presentation at high-volume multi-site distribution points. Consult with/lead store managers and provide critical decision support to the President/CEO.

Create and implement business strategies that drive corporate-level revenue and profit outcomes while aligning with individual stores' layout, inventory, sales forecasts, and volumes. Track and analyze volume, inventory turns, markdowns, and other operating costs against revenue and margin objectives to create improved merchandising strategies. Manage vendor relationships and negotiations.

**Achievements & Results**

- Credited with personal contributions to successful start-up of new venture and growth to \$25+ million in sales to become the largest Verizon Wireless agent in Michigan. Maintained and aggressively marketed to 6000+ active Verizon customers.
- Built new outside sales channel from launch to 15%–20% of total sales revenues.
- Drove 53% increase in accessory sales and 131% improvement in margin by pinpointing customer needs, upgrading store-level sales training programs, and improving merchandising schemes.
- Increased phone sales and overall revenue nearly 20% by redesigning store layout and merchandising displays.
- Delivered 164% increase in phone sales, from average of 194 to 315 phones per month, by improving sales training programs.
- Contributed to 1% improvement in profit by controlling labor costs, reducing shrinkage, and decreasing customer credits.
- Improved stores' regional positioning for operational performance, from lower 10% to top 5%, by streamlining business processes and strengthening customer service/satisfaction.

*Success of Terra-Mobile attracted the attention of TEL-COMM (nation's largest Verizon Wireless authorized agent). Provided management-level consultative support in converting three Terra-Mobile locations into TEL-COMM franchises in second-quarter 2006.*

# ROBERT R. JENSEN

rrjsales@aol.com

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## **PROFESSIONAL EXPERIENCE**

(continued)

**National Sales Account Executive**  
**STUDENT PUBLISHING, INC.**, Novi, MI

2003

Contacted and networked with C-level executives of Fortune 500 companies to recruit corporate support for major college publications and student recruitment. Managed the entire advertising and product cycle, from consultative sales to design to final production. Worked with major media companies.

- Consistently achieved \$7,500–\$10,000 weekly in advertising sales.
- Represented distinguished universities nationwide (MIT, University of Michigan, Auburn University).
- Developed positive working relationships and partnerships between corporations and universities.

**Assistant Director—Customer Service Department**  
**DOVER SALES AND MARKETING, INC.**, Novi, MI

2002 to 2003

- Managed daily operations of Cancellation Department within the Customer Service Department for one of the nation's largest vacation timeshare providers.
- Facilitated 20% increase in customer retention through strong problem-solving and relationship-management skills.
- Handled volume of 1,500–2,000 guests per week.

**Personal Trainer**  
**EXECUTIVE ATHLETIC CENTER**, Novi, MI

2001 to 2002

- Personal Trainer with collateral responsibility for new membership sales and member retention.
- Attained 26% increase in platinum membership sales through excellent skills in member relationship management.
- Provided sales and market training assistance for staff persons throughout the complex.

**Sales Associate**  
**THE GAP**, Little Rock, AR

1998 to 2001

- Employed at one of the fastest-growing retail chains in the Little Rock metro area (growth from 12 retail stores to 75+ over a 36-month period).
- Achieved monthly store sales volume of \$500,000 and individual sales of more than \$80,000 per month.
- Exceeded revenue quota by 15%+ for 35 consecutive months.

## **EDUCATION**

**PIERSON COLLEGE**, Little Rock, AR  
Studies in Business Management & Computer Applications

## LEWIS C. MONTGOMERY

l.c.montgomery@sbcglobal.net

10694 Windstream Drive  
Columbia, Maryland 21044

Home: 410-555-5555  
Cell: 443-555-5555

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### GLOBAL SALES, MARKETING & BUSINESS DEVELOPMENT EXECUTIVE

General Manager / Vice President – Consumer & Commercial Markets Worldwide

Start-Up Ventures, Turnarounds, High-Growth Multinational Corporations

High-profile management career building top-performing sales, marketing, and customer support organizations. Expert at building relationships with Boards of Directors, senior executives, investors, employees, and customers worldwide. Consistently delivered unprecedented revenue and profit performance in highly competitive markets.

- Strategic Sales & Marketing Planning/Positioning
  - Executive Presentations & Sales Negotiations
  - Sales Training, Leadership & Team Building
  - New Product Development & Introduction
  - Product Design, Engineering & Project Management
  - Profit & Loss Management
  - Dealer/Distribution Management
  - Organizational Design & Optimization
  - New Market Penetration
  - Persuasive Sales Communications
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### PROFESSIONAL EXPERIENCE:

SECURITY SYSTEMS, INC., Baltimore, MD

2005 to Present

#### Sales Engineer

**Opportunity:** *Establish nationwide distribution network for the sale of electronic perimeter security solutions for large commercial, industrial, utility, and health care organizations nationwide for one of the largest security systems manufacturers in the U.S.*

- **Closed \$8 million in new sales within first 6 months** (23% over sales target) through both direct and indirect sales channels. Complex sales cycle frequently involved partial funding by Homeland Security for certain projects specified by the Department of Defense, IRS, Border Patrol and DEA.
- Successfully penetrated professional architectural and engineering communities nationwide as the primary vehicle for product sales and specification. Developed and taught AIA-approved continuing-education course to establish and solidify Security Systems' market position.
- Instrumental in acquisition of Voice Security through efforts in product analysis/due diligence.

EXECUTIVE SALES & MARKETING CONSULTANT, Columbia, MD

2000 to 2005

**Opportunity:** *Built successful consulting firm specializing in sales, marketing, new business development, and product-line expansion for start-ups, turnarounds, and high-growth companies.*

- Retained by one of the largest office furniture and workstation distributors (\$500 million annual sales) to revitalize non-performing Project Management Division. Interviewed every employee in the division to capture their buy-in, created formal sales and marketing infrastructure, wrote 3-year master sales and marketing plan, designed product literature, and **positioned for long-term, profitable growth**.
- Selected by Board of Directors of well-funded e-commerce venture to create road map to take products to market. Provided strategies for competitive market positioning, key account penetration, sales presentations, and product pricing, resulting in annual **incremental sales growth of 8%–15%**.
- Provided strategic and tactical marketing leadership to guide expansion of established consumer security products company into commercial sector. Launched pioneering telemarketing and direct-mail programs to expand product sales while increasing product service/support. Efforts resulted in **double-digit gains in add-on product sales**.
- Honored with Congressional Award as **“Businessman of the Year”** in 2005 (recognition as one of the “top business leaders in the United States”).

**SUPERIOR COMMUNICATION SYSTEMS, Bethesda, MD**

1991 to 2000

**Vice President / General Manager**

**Opportunity:** *Pioneered expansion of leading Austrian manufacturer of high-end visitor entry access and control systems into the U.S. Built venture from start-up into a well-established and profitable player within a highly competitive industry. Led a team of 23 field sales representatives and manufacturer rep organizations nationwide.*

- **Built sales from \$200,000 to \$3.5 million over 9 years; 600% over last three years.**
- **Personally negotiated and closed a \$3 million contract with Ford Motor Company**, positioning Superior as the preferred provider of video/intercom door entry control systems at Ford locations throughout North and South America.
- **Increased market share and brand recognition** with delivery of top-down sales program for architects, engineers, and general contractors.
- Structured end-user incentive program that halted competition and retained distribution channels.
- Revolutionized Superior's existing sales model to bring product sales and support closer to end user.

**NOKIA, INC., Washington, D.C.**

1981 to 1991

*Promoted through a series of increasingly responsible senior-level management positions with 3 key operating divisions of this global manufacturer of security electronics and other diversified electronics systems/products.*

**Vice President – Marketing & Sales – IBM Account (1988 to 1991)**

**Opportunity:** *Orchestrated complete turnaround and reinvention of \$52 million designer / manufacturer of radio frequency and passive infrared security products sold to dealers, distributors, and mass retailers worldwide. Led a team of 58 sales, marketing, technical, and administrative personnel. Controlled \$11 million budget. Full responsibility for P&L performance, sales, marketing, new product development, sales training, branch operations, security station operations, and international sales/business development.*

- **Achieved/surpassed all turnaround objectives and restored company to profitability.**
- **Increased sales \$3.5 million and margins 21%–38%** through complete redesign of nationwide sales organization and training of field sales associates.
- Created international master distributor licensing program that grew international sales from virtual start-up to **32% of total revenue**.
- Realigned internal operations, eliminated excess and **reduced costs \$1.7 million annually**.
- Personally led presentations and negotiations with Lowe's for **\$18 million in sales**.
- Honored as the Keynote Speaker at the 1992 International Security Telecommunications Conference.

**Vice President – Marketing & Sales – R&C Systems, Inc. (1983 to 1988)**

**Opportunity:** *Built nationwide sales and marketing organization for new subsidiary of manufacturer of radio intercom systems with \$34 million in sales throughout North America. Led 22-person field sales organization. Full strategic planning, market planning, and P&L responsibility.*

- **Built sales from \$5.7 million to \$34 million and increased market share 400%** over 4 years through a series of company-wide initiatives (sales recruitment/training, corporate re-imaging, product line expansion, acquisition analysis).
- Conceived and implemented new distribution program that grew to **40% of total company sales**.
- Established field warehouse network and delivered an **additional 17% sales increase**.
- Launched international market expansion and **captured \$2.7 million in incremental revenues**.
- **Delivered 7% reduction** in administrative, operating, and shipping costs.
- Promoted from National Sales Manager to Vice President of Marketing & Sales within 6 months.



**Midwest Regional Sales Manager – Zest Manufacturing** (1981 to 1983)

**Opportunity:** *Revitalized and expanded \$27 million, 7-state sales organization for leading manufacturer of commercial and residential HVAC equipment.*

- Grew sales and market share 48% in 18 months and promoted to national sales management.
- Closed \$1.2 million in incremental sales following launch of new product tie-in program.

**PROFESSIONAL TRAINING & DEVELOPMENT:**

BOSTON COLLEGE  
AMERICAN MANAGEMENT ASSOCIATION  
XEROX CORPORATION  
DALE CARNEGIE

Time & Territory Management  
Managing Sales & Marketing Personnel  
Executive Sales & Marketing Management  
Certified Instructor

**PROFESSIONAL AFFILIATIONS:**

Security Industry Association  
American Society of Industrial Security  
Baltimore Chamber of Commerce

American Institute of Architects  
Construction Specification Institute  
Electrical Contractors Association

# LOU GREGORY

lgregory@yahoo.com  
202-555-4950

776 El Dorado Lane  
Washington, DC 20009

22 Leesburg Pike #1049  
San Francisco, CA 99827

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## INTERNATIONAL BUSINESS DEVELOPMENT EXECUTIVE

### Start-Up Enterprises / Turnarounds & Revitalizations / High-Growth Ventures

### Expert Negotiator & Dealmaker

Resourceful, intensely driven and dynamic Business Leader successful at envisioning and swiftly executing international opportunities from concept to multimillion-dollar sale and/or operations. Excel at creating profitable companies by closing exclusive international deals, creating and implementing unique market entry strategies, and managing complex, multinational business relationships in North American, European, and developing nations.

- International Market Development
- New Market Identification & Entry
- International Licensing & Negotiations
- Multicultural Business Relationships
- Multicultural Team Building & Leadership
- Strategic Planning & Visioning
- New Venture Development & Launch
- New Product & New Service Development
- Global Press & Media Affairs
- International Protocol & Diplomacy

**Fluent French, Italian, German & Russian. Lived/worked in, France, Italy, UK, Germany, and Russia.**  
**Available For Relocation Worldwide.**

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### KEY INTERNATIONAL EXPERIENCE:

- **Captured more than \$6 million in revenue over the past four years** through a vast array of international business and market development projects. Identified emerging opportunities, structured unique ventures and partnerships, and closed sales in markets worldwide—US, France, Germany, Italy, Switzerland, Spain, Monaco, Australia, New Zealand, Canada, and Russia.
- **Structured/negotiated rights to a 25-year contract** between a high-tech US company and a third-world international government with potential for over \$50 million in revenue over the contract life.
- **Identified emerging market opportunity and negotiated a 3-year exclusive contract**, valued above \$1 million, with a Swiss consumer products manufacturer.
- Negotiated with the **highest level of officials** from both US and foreign governments, including representatives from the US State Department, US Agency for International Development (USAID), US Embassy, the government of Russia, and numerous foreign ambassadors.

### PROFESSIONAL EXPERIENCE:

#### Turnaround Executive / Consultant

2001 to Present

**DotArchitect LLC**, Washington, DC / San Francisco, CA

Recruited by investor group that had funded acquisition of the .architect rights developed in previous position. New company faced several significant operating, contractual, and financial challenges. Tasked with re-establishing communications, renegotiating and restoring confidence with senior Russian government officials, and leading a rapid and profitable turnaround of US operations.

#### Within 7 months of accepting assignment:

- Negotiated \$200,000 DIP financing from existing VCs, investors, and creditors to resolve cash emergency and restore short-term financial health. **Generated positive cash flow within six months.**
- **Increased sales 440%** within four months through innovative and consistent marketing.
- Renegotiated contracts with key partners for **\$2+ million cost savings.**
- **Reduced operating costs 91%** by streamlining the organization and technology, eliminating all non-essential projects, strengthening customer support, and refocusing on profitable .architect domain sales.
- Restored failed relationships with high-level Russian government officials (Deputy Ministers, Russian Ambassador to the US). Convinced officials **not to pursue an existing multimillion-dollar legal action** against the company and ensured cessation of questionable business practices.

**Co-Founder / President / Director of Marketing**  
**Internet.Architect Inc.,** San Francisco, CA

1998 to 2000

Founded new venture that, through an exclusive 25-year marketing and services agreement with the Russian Government, introduced and marketed country code Top-Level Domain (ccTLD) of .architect to professional engineers and architects throughout the US, Canada, UK, Australia, New Zealand, France, Germany, Switzerland, Spain, and Monaco. Technology provided .architect email and website addresses. Orchestrated strategic planning, business development, marketing, advertising, and press relations.

Challenged to establish awareness of and credibility for the .architect domain within the professional community by gaining extensive media coverage; then, leverage this credibility to position the .architect domain as the most prestigious alternative to the nondescript .com address.

**Within 15 months of launch:**

- **Built revenues to over \$3.3 million with gross margins over 85%.**
- **Delivered 1100% revenue growth** from January 1999 to January 2000.
- Registered more than 10,000 names at \$299 per name, a fee **10X higher** than for .com domain names.
- Won substantial media coverage in the *Wall Street Journal*, *USA Today*, *Los Angeles Times*, and other major industry publications.
- **Sold rights to Houston corporation for \$10 million in less than two years.**

**General Manager**

1997 to 1998

**DELTA-MAR IMPORTS,** San Francisco, CA

Founded entrepreneurial venture to import and market SingleShots, an extraordinarily popular beverage mixer from Sweden. Created the entire business organization. Directed sales and marketing, packaging, product import/distribution, business/channel development, and customer development.

**Within 11 months of launch:**

- Negotiated exclusive sales and distribution rights for the entire North American continent for three years.
- Participated in a major trade show within three months of start-up and established an immediate market presence. Delivered superb results, with **82% of trade show leads resulting in repeat business.**
- **Profitably sold "turnkey" business in less than one year.**

**English Language Instructor / Translator** (*French/English*)

1989 to 1996

Paris, France / Venice, Italy / Bad Tolz, Germany

Developed, marketed, and taught English-language courses to international business executives, university personnel, and government officials. Major clients included Fiat, OECD, European Space Agency, University of Amsterdam, Universita di Trieste, Societe Generale, L'Ecole Florent, and many others.

**Inventor**

1993

San Francisco, CA

Invented, wrote patent application, developed prototype, and obtained utility patent (#8,142,209) for a therapeutic chair. Negotiated and profitably licensed patent within two months of first presentation.

**EDUCATION:****SOUTHERN CALIFORNIA ENTREPRENEURSHIP ACADEMY****Graduate** – Year-Long Certification Program Sponsored by **Ernst & Young** – 1998**UNIVERSITY OF CALIFORNIA AT LOS ANGELES****Bachelor of Arts Degree** – 1992

# DOROTHY REYNOLDS

dorreynolds@comcast.net

222 Sharonstone Road  
Salt Lake City, UT 89726

Home: 801-555-1267  
Cell: 801-505-2481

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## SALES MANAGEMENT & BUSINESS DEVELOPMENT EXECUTIVE

### Marketing Products & Services to Emerging, High-Growth & Fortune 500 Clients Worldwide

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Powerful professional career building client relationships and delivering double-digit sales growth within highly competitive markets throughout the Western US. Expertise includes:

- Capturing New Business
- Halting Competition
- Introducing New Products
- Launching New Ventures
- Defining Sales Strategy
- Creating Marketing Plans
- Negotiating Competitive Sales
- Managing Key Accounts
- Acquiring New Products

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## PROFESSIONAL EXPERIENCE

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### Director of Business Development

1995 to Present

Mountain Electricity Services, Salt Lake City, UT

**Opportunity:** Challenged to identify and capture new business opportunities for a 20-year-old company whose senior management team believed that they had fully penetrated the marketplace with no additional channels for growth or expansion.

**Responsibility:** Unique business-to-business sales position marketing electrical and tele-communication systems design and installation services for major construction projects. Target new business development efforts to builders, architects, engineers, real estate brokers, and other industry players. Manage projects from client development through project estimating to final sales negotiations and ongoing relationship management.

### Results:

- Built annual sales revenues from \$18 million to \$55 million, far exceeding senior management's expectations for the region.
- Negotiated/closed multimillion-dollar sales with major corporate, industrial, and educational facilities including Sun Microsystems, AT&T, IBM, Cal-Tech, and Brigham Young University.
- Orchestrated 2005 market rollout of newly acquired franchise and quadrupled sales revenues in the first year.
- Assumed additional sales and business development responsibility for acquired firm with operations throughout California. Created innovative sales programs targeting new commercial markets throughout the region and contributed to a 22% increase in annual sales performance.
- Conceived, designed, and produced a series of marketing and marketing communication programs. Developed first-ever company newsletter, oversaw strategic development of corporate website, and led high-profile special events.

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**DOROTHY REYNOLDS**  
**dorreynolds@comcast.net**

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**Sales Manager—Wholesale Business Division**  
Dover Dealer Sales, Salt Lake City, UT

1990 to 1995

**Opportunity:** Recruited by President/CEO to build presence within the SLC metro market and lead the company's first successful penetration into a large urban area.

**Responsibility:** Sold/marketed a complete line of automotive equipment and accessories to mass merchants, retailers, repair facilities, commercial trucking companies, and others. Managed account relationships from sales and presentations through negotiations to billing, collections, and account service/retention.

**Results:**

- Led Dover's successful entry into the company's first-ever urban market and built a strong and sustainable presence against entrenched competition.
- Increased sales revenue by 100% over five years and doubled profit margins.
- Delivered highest gross margin dollars in the Western region within the market sector.
- Identified new market opportunities, recommended addition of new product lines, and introduced a line of heavy equipment to further penetrate the marketplace.

**Sales Representative—Multi-State Territory**  
Connor Gas & Propane Company, Angler, UT

1984 to 1990

**Opportunity:** Hired as a paid co-op student at age 18. Challenged to demonstrate sales competencies and advance within the organization.

**Responsibility:** Sold/marketed automotive aftermarket accessories, industrial automotive equipment, and related products to retailers, mass merchants, automotive repair centers, trucking companies, and others throughout a 7-state region.

**Results:**

- Ranked as the #1 sales associate in the company for five consecutive years (while attending Brigham Young University). Delivered 100% increase in annual sales revenues.
- Successfully expanded selling relationships with key mass merchant accounts, including personal responsibility for the \$1+ million Wal-Mart account.

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**EDUCATION**

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**B.S. Marketing & B.A. Finance, 1989**  
BRIGHAM YOUNG UNIVERSITY (Dual-Major Program)

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**PROFESSIONAL AWARDS & AFFILIATIONS**

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Business Development Committee, Associated Builders & Contractors (1999 to 2005)

- Designed technology-based business development programs.
- Honored with the "Excellence in Construction Award" for five consecutive years.

**SENIOR SALES AND MANAGEMENT EXECUTIVE****GLOBAL TECHNOLOGY / TELECOMMUNICATIONS**

- ♦ **Complex Global Deal Making**
- ♦ **Rapid Revenue Ramp-up & Sustainable Growth**
- ♦ **Customer Engagement Management Support Worldwide**

**Rainmaker and sales driver** who builds exceptional sales organizations that deliver top revenue and profit performance in competitive global markets. *\$616M revenue, \$253M gross margin for Global TeleCom; \$160M new annualized revenue in 1 year for Wireless Communications; \$7M revenue in 1 year for start-up SoftCom; 33% growth in 1 year for Com-Tech.*

**Catalyst** for rapidly successful integration of disparate sales and management teams into cohesive, high-performing units. *Global TeleCom, Wireless Communications, SoftCom, Com-Tech.*

**Strategist** for market expansion, product development and rationalization, and sustainable, solution-focused sales to global accounts.

**EXPERIENCE AND ACHIEVEMENTS****Global TeleCom, Cincinnati, OH**

2003–Present

\$600M global IT utility services provider, the industry leader in providing secure, reliable, and scalable hosting, network, and application services to business clients worldwide.

**REGIONAL VP, GLOBAL SALES, 2005–Present**

**Melded and led newly merged sales organizations to 144% revenue growth and 100% margin improvement in 1 year.** Retained by Global TeleCom top executives to lead post-acquisition integration of the global sales force. Created roadmap and led rapid-fire execution of integration strategies and improvement programs to grow revenue, reduce churn, increase sales-force effectiveness, and instill customer-focused culture worldwide.

- Spearheaded one of the fastest, most successful integrations in industry history, with immediate results:

	Revenue	Gross Margin
2006	<b>\$616M</b>	<b>\$179M</b>
2005	<b>\$253M</b>	<b>\$89M</b>

- Created new management team balancing Global and TeleCom contributors and aligning diverse skill sets with appropriate organization. Provided focused leadership to steer efforts toward strategic business goals.
- Transformed sales mindset from commodity sales to complex solution sales through training, communication, and new compensation plan that rewarded sales of flagship products and services.
  - 60% of new revenue generated from “sticky” services, minimizing churn and fostering business strategy.
- Headed product rationalization/streamlining to improve competitive position and focus on core strengths.
- Stepped in to turn around underperforming region, serving as consultant/advisor in transformation to a consultative sales organization. Within 9 months, moved from last to #2 among 6 US regions.

**REGIONAL VP, US SALES MARKETS, Global Communications (acquired by TeleCom 2004), 2003–2005**

**Drove rapid growth to more than \$250M annualized revenue.** Recruited by new EVP Sales to play an integral role in rebuilding and refocusing the Global sales organization, customer segmentation, and product focus. Successfully integrated and aligned disparate sales forces emerging from multiple acquisitions. Developed highly successful sales environment focusing on customer needs while motivating sales teams and spurring transformation to sales- and revenue-driven culture.

- Completed rebuilding in 4 months and delivered exceptional and sustainable results:
  - \$160M** in new annualized revenue in first 12 months
  - \$253M** total annualized revenue
  - \$10K** average monthly recurring revenue per enterprise rep (75% increase)
  - Pipeline growth from 0 to 22,000+ opportunities—**\$4M** in potential monthly recurring revenue

**Global TeleCom, continued**

- Built a strong sales structure encompassing process-driven sales systems, thorough training, and emphasis on client relationship management.
- Maintained customer base and continued revenue growth following Global's announcement that it would exit the US market; guided and motivated enterprise sales teams during difficult transitions.

**SoftCom, Covington, KY**

2001–2003

Premier developer of industry-specific business operations software (with emphasis on e-commerce and supplier connectivity) that provides large-scale innovation for small to medium-sized businesses.

**REGIONAL VP, WORLDWIDE SALES**

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**Built start-up sales organization and sparked run-rate revenue growth from \$0 to \$7M in less than a year.** Recruited by founders to help develop sales organization and drive revenue for new software company. Held full P&L responsibility for multimillion-dollar global sales operation; established quotas, performance plans, and commission structures for account executives and regional sales managers.

- Hired 12 seasoned sales professionals and 2 regional managers in 1 month, building a global sales team that was efficient, focused on strategic targets, and quickly productive.  
—**800** new customer orders in first 6 months
- Developed strategy and drove expansion into 2 new vertical markets that grew to 30% of total revenue.
- Valued as a key collaborator in numerous senior-executive strategy sessions regarding product development, marketing, and pricing.

**Com-Tech, Chicago, IL**

1997–2001

One of the world's largest IP providers (\$3.6B revenue in 2001).

**DIRECTOR, MIDWEST SALES, 2000–2001**

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**Ignited sales from \$90M to \$120M in 1 year.** Promoted 2 levels and challenged to build sales organization for an underserved region ripe for growth. Led a team of 4 regional sales managers and 25–50 account executives.

- Drove aggressive recruitment, hiring, training, and coaching of new sales executives and sales managers, doubling team by year end.
- Led region to 33% year-over-year revenue growth, consistently exceeding monthly quotas.
- Recognized repeatedly by executive management for contributions, leadership, and record-setting revenue growth.

**REGIONAL ACCOUNT MANAGER, NETWORK SERVICES, 1998–2000**

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**One of top-3 revenue producers in the company.** Promoted to manage South-Central region, selling to and managing many of the company's most prestigious customers. Awarded President's Cup.

**ACCOUNT MANAGER, 1997–1998**

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**Performed in the top 10% of 200-strong sales force,** attaining President's Club level and consistently exceeding monthly quotas in sales of telecommunications solutions to mid-sized businesses.

**Early Career**

Progressive sales and customer service positions in the hospitality industry, culminating as certified sommelier.

**EDUCATION**

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BSBA Finance, 1988: Xavier University, Cincinnati, OH

# T.J. MULHOLLAND

47 Oceanview Terrace, Tampa, FL 33615  
(h) 813-555-1845 • (c) 813-505-2940 • tjmul@gmail.com

## SALES, MARKETING & MANAGEMENT EXECUTIVE

### EXPERTISE ■ Driving Profitable Revenue Growth

- Executing Multimillion-Dollar Sales through Consultative Relationships with C-Level Executive Teams (including Fortune 500)
- Partnering with Client Companies to Design Data-Driven, Behavior-Based Marketing Solutions (CRM expert with 11 years' experience consulting to marketing teams on strategic planning)
- Building and Leading World-Class Consultative Selling Organizations

Performance-focused sales and marketing executive, consistently delivering revenue growth and driving highly strategic business initiatives to support corporate goals. Innovator in launching strategies, programs, systems, products, and processes to boost sales performance, capture new revenue opportunities, and expand into new channels; effective leader of sales teams, key accounts, and enterprise-wide initiatives.

## EXPERIENCE AND ACHIEVEMENTS

### MAINSTREAM MARKETING

Tampa, FL, 1997 to Present

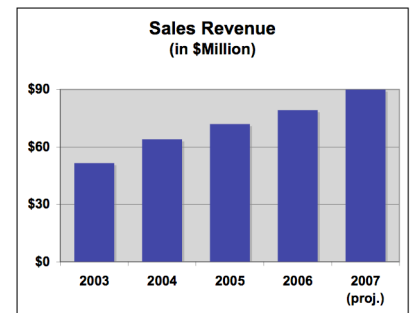
**OVERVIEW** ■ A key revenue driver, business developer, and sales team leader for publicly traded \$500M corporation that is the dominant global leader in behavior-based marketing solutions. Consistently met and exceeded targets (in both surging and declining climates), captured the company's #1 contract, and delivered 30% of worldwide profits in 2006.

### SENIOR VP BUSINESS DEVELOPMENT, 04–Present ■ VP BUSINESS DEVELOPMENT, 03–04

Promoted to one of 3 SVP positions in the company, reporting to EVP Sales and holding P&L accountability for an \$80M sales region comprising 3 distinct markets. Manage 40-person team through 5 manager-level direct reports.

Spearhead high-level consultative sales to both manufacturers and retailers, including some of the world's largest companies, driving co-marketing strategies that support the business priorities of each participant.

- Grew sales revenue from \$51.5M in 2004 to projected \$90M in 2007; achieved steady increases while the industry grew less than 3% per year and the company as a whole had flat sales.
- Drove a topgrading strategy for the region, recruiting and hiring "A players" to strengthen skills, leadership, and performance across the organization. Cut turnover in half and, in 3 years, promoted 4 of 5 managers under my supervision to VP.
- Deepened and elevated client relationships to the C-level and became valued contributor in strategic marketing sessions.  
Earned key wins, including:
  - \$120M, 3-year contract with a Fortune 100 company – the largest account in Mainstream's history by 4X. Developed targeted solution that prevailed against customer's strategic cost-cutting initiative; penetrated to the CEO level to earn support for the solution.
  - \$50K technology investment – a patent-pending innovation enabling customers to receive incentives via cell phone or PDA; chosen over hundreds of other ideas.
- Led Mainstream's Category Marketing team that developed the most successful new product in company history. Developed and launched innovative, manufacturer-funded product that solved a compelling problem for our retail partners and generated \$10M in first year.
- Introduced the structured, repeatable methodology of Targeted Account Selling, sharply focusing sales organization on identifying and providing solutions to customers' compelling issues.





# T.J. MULHOLLAND

(h) 813-555-1845 • (c) 813-505-2940 • tjmul@gmail.com

## MAINSTREAM MARKETING

continued

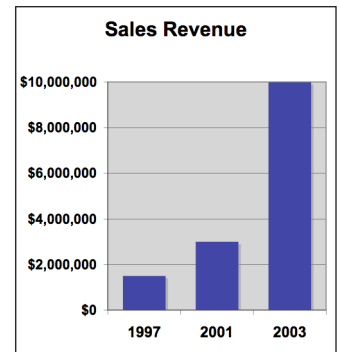
- Expanded reach, influence, and revenue opportunities by penetrating the top advertising agencies in the country. Developed message emphasizing Mainstream's capability to distribute highly targeted advertising in new channels.
- Personally achieved President's Club status every year, recognizing top revenue performance.

## EXECUTIVE DIRECTOR, BUSINESS DEVELOPMENT, 01-03 ■ DIRECTOR, BUSINESS DEVELOPMENT, 97-01

Generated up to \$10M annual revenue through strategic selling of targeted marketing campaigns to consumer packaged goods manufacturers. Clients included major CPG firms such as Procter & Gamble, Kraft, and Unilever.

As Executive Director, assumed supervisory responsibility for 3 Directors; developed team strategy and held full accountability for performance to aggressive growth plan.

- Exceeded plan and reached President's Club level each year.
- Delivered exceptional revenue growth: from \$1.5M to \$5.3M as Director of and from \$5.3M to \$10M as Executive Director.
- Provided high level of strategic marketing services to clients, integrating data from the massive Mainstream database to develop and execute programs aligned with each client's strategic objectives. Built relationships to the C-level, sat in on business strategy sessions, and became an indispensable member of clients' business/marketing teams.
- Grew primary account from \$2M to \$10M in 3 years.
- Pioneered a joint relationship with University of Florida business school that remains a strong resource for recruiting talent. Invited to lecture on target marketing to the graduate business program.



## RINGO CONSUMER HEALTHCARE

Tampa, FL, 1991-1997

**OVERVIEW** ■ A consistent high achiever, demonstrating strong selling skills and exceptional multi-task execution in high-volume, fast-paced, multi-account sales roles.

## CORPORATE ACCOUNT MANAGER, 95-97 ■ KEY ACCOUNT MANAGER, 93-95

Managed \$2M business comprising chain stores and headquarters accounts in Central Florida. Coordinated the efforts of 16 sales representatives.

- Achieved 58% sales increase while the rest of the division declined.
- Featured in the company's national newspaper twice for sales accomplishments.

## SALES REPRESENTATIVE, 91-93

Hit the ground running and immediately delivered results managing one of the highest-volume territories in the U.S. Promoted at the earliest possible opportunity.

- Won "1st Place" Award in all 8 retail sales competitions in the Central Florida region.
- Achieved 50% increase in direct sales to drugstores.

## EDUCATION

B.S. in Business Administration, 1989: University of Virginia, Charlottesville, VA  
Sales and Executive Education (ongoing): Center for Creative Leadership, Dale Carnegie, Stephen Covey

# MARTIN R. ALLISON

90880 Corigan Boulevard  
Philadelphia, PA 19083

mrallison@gmail.com

Home: (215) 555-7612  
Cell: (419) 505-6534

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## **CHIEF MARKETING OFFICER / CHIEF OPERATING OFFICER**

***Sitting at the intersection of business, technology, and marketing with cross-functional leadership expertise in:***

*Marketing / New Business Development / Brand Management / Product & Service Innovation / Competitive Positioning  
Profit & Loss Performance / Strategic Planning / Organizational Development / Process Improvement / Team Leadership*

***Unparalleled record of accountability-based leadership and double-digit revenue and profit gains while:***

*Bringing innovative new products, services, solutions, and technologies to B2B and B2C markets worldwide.*

*Building successful new ventures, new organizations, new partnerships, new channels, and new markets around the globe.*

*Revitalizing and repositioning non-performing brands and business organizations to capitalize on new opportunities.*

*Accelerating growth through the introduction of best management, operating, and marketing practices to achieve world-class status.*

***Recognized for breakthrough leadership, operating, business development, and go-to-market strategies and results that have consistently dominated highly competitive markets worldwide:***

*Effectively and aggressively manage cost structures to achieve desired margins, profits, and other measurable outcomes.*

*Execute new ventures with emphasis on time-to-revenue while integrating the critical components that scaling brings to each organization.*

*Create operationally efficient, lean, and highly productive business organizations.*

*Build customer-centric organizations through insightful leadership, accountability, and business process redesign.*

***A leader in global marketing, brand positioning, marketing communications, and product marketing, honored with:***

*Four Awards for Most Innovative Ad Campaigns, Print and Television Commercials*

*Two PA One Club Most Innovative Marketing Awards*

*#1 Consumer Marketer, Ad Age Magazine*

## **ACCOMPLISHMENTS & EXPERIENCE**

**Managing Director – Credence Technology LLC**, Philadelphia, PA

2006 to Present

*Start-up venture founded to deliver intelligent dispensing technologies incorporating SCM and CRM solutions for retail markets worldwide*

Recruited by former colleague for most senior operating executive position with start-up corporation. Within 6 months, authored 3-year business plan, defined product requirements, designed channel strategy, and developed brand management practices and marketing plans. Focus on capturing venture capital and/or private equity investment to fund technology development, operating infrastructure, and initial go-to-market strategies.

**Chief Marketing Officer – DuoSystems**, Philadelphia, PA

2003 to 2006

*Global provider of digital printing technologies and software for office productivity, document management, workflow, and image processing*

Senior Business Executive with full leadership responsibility for strategic planning, operations, HR, technology, and bottom-line profit of 54-person, cross-functional marketing organization (research, marcom, branding, e-business, media, field/channel marketing, product, and web marketing). Managed \$80 million annual budget. Reported directly to CEO. Challenged to identify and capture new business opportunities and channel relationships with global go-to-market strategies and programs segmented by Enterprise (Fortune 500s), OEMs, and National Accounts.

- **Ignited lead generation performance 250%** for software business over previous year through highly effective channel and field marketing programs.
- **Improved overall brand consideration by 30+%** through re-branding and market repositioning of company.
- **Grew revenues 23%, gross margins 18%, and profits 8%** with launch of new Workflow Software and Commercial Print solutions.
- **Improved sales readiness and lead conversion 60%** by implementing the first internal CRM and Content Management Solutions.
- **Created new product introduction process while instituting organizational “accountability”** to better forecast market acceptance, revenues, and profit performance when launching new products, solutions, and services.
- **Increased core platform penetration** with leading digital OEMs including IBM, Kodak, and Xerox.

**Chief Marketing Officer – Byden Technology Systems, York, PA**

2002 to 2003

*\$450 million global leader in data storage switching products and business recovery solutions*

Recruited to transition corporate business model from exclusive OEM focus into the mid-tier market through development of partnerships with leading distributors, VARs, and professional services firms. Dedicated efforts to restructuring entire global marketing function and processes to facilitate a successful shift in market/channel mix required to achieve revenue, margin, and share objectives.

- **Increased revenues 12% over prior year, winning the 2003 Storage Industry's Award for Products & Solutions of the Year.**
- **Grew share of Channel and National Account revenues by 35%** over previous year.
- **Reduced sales cycle and time to revenues 28%** by creating breakthrough Enterprise Content Management and Customer Relationship Management systems and programs.
- **Implemented CRM sales pipeline forecasting system** to accurately pinpoint marketing programs that generated the highest levels of ROI measured by leads, revenues, and profits.
- **Created Channel/End-User Councils** to enhance new product development by bringing together Byden's product marketing, engineering, and services organizations with customers and channels worldwide.

**Chief Marketing Officer – VideoMagic, Brussels, Belgium**

1999 to 2002

*\$6.5 billion global provider of telecom/wireless communications, enterprise commerce, data, and medical systems solutions*

First Chief Marketing Officer hired into new organization following aggressive acquisition program and corporate rebranding to Video Magic. Repositioned the entire corporation and its messages, value propositions, visual identity, and global advertising campaigns to create a new communications industry leader. Built/directed 250-person global marketing organization and managed \$250 million budget.

- **Generated \$65+ million of revenue from new solutions** by forming the Global Marketing Practices Council and by leveraging product portfolios of acquired companies cross-divisionally to deliver new bundled solutions to customers worldwide.
- **Grew revenues 24%** for network solutions sold to leading global carriers and wireless service providers (French Telecom, Bell South, Deutsche Telecom, SingTel, Sprint) by executing highly differentiated and innovative go-to-market strategies and programs.
- **Achieved \$80 million bottom-line profit improvement** through staff consolidation and outsourcing of marketing support functions.
- **Improved brand and product purchase consideration 20+%** through \$84 million global marketing and advertising campaign.
- **Introduced world's first Internet-enabled vending Supply Chain Management (SCM) solution** (PepsiCo) and **first-ever Convenience Retailer CRM solution** (Amoco).
- **Increased Enterprise Solutions business \$35 million** by developing vertically targeted (Mobil Operators, Package Goods Companies, Entertainment, and Healthcare Industries) programs and e-commerce initiatives.
- **Debuted VideoMagic to North American market**, resulting in significant trials and contracted revenues of \$45+ million in new revenues for fiber-optic solutions.
- **Selected by European Business Week as Belgium's Most Innovative Business Website** (2001).

**Senior Vice President, Brand Management & Marketing – Peak Networks, Philadelphia, PA**

1997 to 1999

*\$15 billion global leader providing unified network products, services, and solutions to wireless, enterprise, and telecommunication customers*

Recruited to Peak Networks to rebrand and expand its market penetration and share worldwide. Led an 85-person global brand, product marketing, industry analysis, corporate communications, and field marketing organization. Reported directly to Chief Marketing Officer following acquisition.

- **Grew annual revenues from \$2.2 billion to \$3.5 billion** over two years by executing market-disruptive product and field marketing programs focused on Enterprises, ISPs, and Carriers.
- **Generated 50% of revenues from new products** by rationalizing Peak Networks product portfolio and product marketing practices.
- **Developed multi-tier channel business model** to effectively support distributors, VARs, system integrators, and consultants.
- **Lead Marketing Executive on M&A team** for two Peak acquisitions. Subsequently positioned Peak as the #2 preferred provider of unified networks for an Internet and wireless-connected world.
- **Selected by Emery's Business Magazine as #1 Business-to-Business Global Marketer.**

**Vice President, Global Brand Marketing – Turner Equipment Corporation**, Providence, RI  
*\$10 billion global provider of information technology hardware and integrated solutions*

1994 to 1997

Fast-paced leadership position driving a massive transition in Turner's market perception from proprietary brand and company into open enterprise solutions provider. Created new brand identity associated with high-performance enterprise products, services, and solutions.

- **Drove \$50 million in incremental solutions revenues through successful business development programs** with Oracle, Microsoft, and Seibel, leveraging new "open" systems approach to addressing customer business and technology needs.
- **Generated \$50 million in incremental revenues** through marketing programs supporting Turner's Alpha high-performance platform with Channel and Professional Services organizations (Accenture, KPMG, PWC, VARs).
- **Improved Turner's brand and product purchase consideration by 40+%** by establishing "best-of-breed" brand management practices, programs, and campaigns for the entire technology product portfolio.
- **Internally funded \$45+ million outbound marketing programs** by restructuring/streamlining marketing organization and operations.
- **Orchestrated global market and brand repositioning** to enhance corporate value for subsequent \$19 billion acquisition of Turner by IBM.

**PANASONIC CORPORATION OF AMERICA**, New York, NY

1980 to 1994

*\$12.5 billion provider of consumer, business, and professional audio, video, and broadcast technologies*

Fourteen-year career highlighted by rapid promotion through a series of increasingly responsible senior-level marketing and operating/general management positions with bottom-line P&L accountability. Career highlights included:

- **Senior Vice President Marketing – Panasonic Corporation of America** (1989–94). Ignited revenues to \$12.5 billion by achieving an average 22% annual compound growth rate. Managed \$54 million annual marketing budget and 72-person organization.
- **President & General Manager – Panasonic VideoCast** (1989–93) *concurrent with above position*. Built new venture from start-up to \$8.5 million with 30% EBITA in three years. Full strategic, organizational leadership, operating, and P&L management responsibility.
- **Vice President Marketing – Consumer & Business/Professional Products** (1987–89). Forged long-term, multimillion-dollar strategic relationships with major broadcast networks (CNN, ESPN, Disney) and sports properties (NFL, MLB).
- **Vice President Marketing – Consumer Products** (1983–87). Delivered innovative new products and brands to markets worldwide. Honored by Electronic Industries of America as #1 Professional Electronics Brand and by Lyceum Associates as #3 Global Brand.
- **Director Product Marketing – Consumer Video Division** (1980–83). Conceived and launched complete marketing initiative and support organization for next-generation product divisions.

Previous experience as **Director of Publishing & Broadcast Advertising** for MMM Sports. Spearheaded sales, syndication, and marketing of NHL "Games of the Week" and licensed products and print properties.

## **EDUCATION / PROFESSIONAL DEVELOPMENT / AFFILIATIONS**

**Advanced Management Program** – Harvard University – Cambridge, MA

**MBA Program (Marketing)** – Temple University – Philadelphia, PA

**Bachelor of Science** – Temple University – Philadelphia, PA

Member: American Marketing Association, American Management Association, Corporate Fundraising