

JOHN DOE

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SENIOR LEVEL SALES EXECUTIVE

Sales Operations ■ Personnel Management ■ Business Analysis ■ Staff Recruitment

Highly respected and results-focused sales executive with extensive, proven experience maximizing company revenues, developing and managing top-producing staff, and advancing client relations. Achieved Bausch & Lomb's highest honor, the *PATH award*, in 2003, 2005, and 2007, resulting from exceptional management and sales results. Recognized for establishing and maintaining a solid client base and developing effective business management processes.

"I really appreciate your candid feedback as part of my leadership development. You are a great sales leader and I feel very proud to be your business partner. You challenge, listen and more importantly force quality resolutions."

- John Doe, former Director of Human Resources

- **Strategic Relationship Building:** Develop and maintain beneficial alliances that significantly enhance business sales revenue, utilizing advanced networking and interpersonal communication abilities.
- **Sales Direction & Initiatives:** Achieved a 65% increase in sales for Pure Vision contact lenses in 2007 as vice president for Bausch & Lomb, Inc. as a result of effectively redirecting sales priorities and initiatives.
- **Corporate Restructuring:** Proven success returning a large, international company to high profitability, creating a more responsive and market-driven organization.
- **Revenue Generation & Growth:** Earned an Award of Excellence for generating \$20.3 million in sales by implementing a new business development planning process and category management initiatives.

PROFESSIONAL EXPERIENCE

COMPANY ONE, City, ST

1988-Present

Vice President - Global Strategic Customers (2008-Present)

Progressively promoted through various challenging positions for an international, leading supplier of eye health products with \$2.5+ billion in annual revenues.

Direct and execute all aspects of successful process for companywide vision, including long-range strategic planning, product portfolio, resource deployment, global pricing, and sales execution, maximizing company revenue and enhancing customer service. Direct daily activities of 23 staff, providing quality expertise and strong leadership skills.

- **Generated \$125+ million in annual revenue** as a direct result of developing and implementing creative sales and marketing strategies.
- **Exceed sales objectives and quotas on an annual basis** through developing and executing results-oriented advertising and sales techniques.
 - Establish and maintain an elite client base that consists of Luxottica, Wal-Mart, 1-800 Contacts, and Costco.

Vice President of Sales - OTC & U.S. Vision Care Sales (2006-2008)

Managed daily operations of a professional sales organization with full responsibility for 20,000+ optometry providers throughout the U.S. Directed and guided 170 territory sales representatives and field sales managers in all aspects of business. Recruited, hired, and trained top talent on a national level, contributing to the expansion and growth of company. Instituted creative marketing and sales objectives that generated maximum results.

PROFESSIONAL EXPERIENCE continued...

- **Increased customer exposure by 18%** through the development and implementation of a successful territory coverage structure, reducing T&E expenses from \$3.7 to \$3.5 million.
- **Produced \$226 million in invoice sales and reduced operating expenses by 6.5%**, employing a solid foundation in business development and sales.
 - Administered strategic account base for Over-the-Counter (OTC) and Vision Care, including Wal-Mart, Target, Costco, Luxottica, and 1-800 Contacts, while managing the daily activities of 50 Western area contact lens sales members.
 - Designed and launched a successful talent development plan that led to several new entry-level and management positions.
 - Retained an elite client base through the development and implementation of a successful sales plan that in turn enhanced sales by 14% during 2006.
 - Enhanced portfolio sales by 10+% on 2006 revenue of \$524 million.
 - Created and executed customized programs leading directly to the repossession of six market share points for ReNu previously lost due to ; FDA recall accounts.
 - Collaboratively managed a major product recall crisis, the ReNu Moisture Loc FDA recall.

Vice President - OTC & Rx Sales (2002-2006)

Leveraged OTC sales and P&L management processes to increase revenue and margins for the Bausch & Lomb branded OTC, pharmaceutical, and private label products portfolio worth \$500 million annually. Led a successful sales organization of 70 account managers, directors, and sales representatives. Cooperated with major U.S. retailers and wholesalers within the OTC and pharmaceutical industries.

- **Generated \$2.057 billion in revenue, together with a 104% plan attainment, while averaging +10% year-over-year annual revenue increases.**
 - Strategically developed and expanded a new private label OTC sales business through solid sales direction and initiatives, generating \$25 million in annual sales.
 - Earned highest HR viewpoints (employee satisfaction) scores for 2003 and 2005.

Division Leader - OTC Sales (2000-2001)

Managed all aspects of, and expanded successful OTC Lens Care, General Eye Care, and Nutritional and Oral Care business worth \$250 million. Provided training for and supervised the daily activities of 58 business managers and directors.

- **Eliminated company reliance on quarterly inventory sales programs that previously inflated customer inventories in excess of \$25 million, utilizing strong leadership skills.**
 - Initiated a return on investments (ROI) for company's largest national and regional strategic customers by collaborating with the global supply chain and manufacturing and distribution site; reduced B&L inventory of finished goods by \$25 million.

Director - National Account Sales (1999-2000)

Developed and managed company's first strategic customer-focused team, collaborating with major retailers such as Wal-Mart, Sam's Club, Target, Costco, and ShopKo. Trained and developed a top performing team of eight, consisting of national account managers, business analysts, and customer service specialists.

PROFESSIONAL EXPERIENCE continued...

- **Established and maintained creative marketing and sales objective**, leading to a significant increase in annual revenue from **\$125 million in 1999 to \$141 million in 2000**.
 - Strategically designed a successful private label OTC sales business worth \$3 million in annual revenue during first year, successfully expanding to a present \$40 million.

Director - Trade Programs (1995-1998)

Manager - Sales Technologies (1992-1994)

Manager - Trades Programs (1989-1992)

National Accounts Manager (1988-1989)

EDUCATION | CREDENTIALS

NAME OF COLLEGE, City, ST

Bachelor of Science in Business Administration

PROFESSIONAL DEVELOPMENT

Managing Total Quality Certified Trainer

PROFESSIONAL & COMMUNITY AFFILIATIONS

Afterburners; Flawless Execution University (2008)

Leadership Development Program; Oxford, England (2005)

Global Category Management Lead Project Director; ASDA / Wal-Mart New Vision Center Program
Manchester, England (2004)

American Management Association; Projecting a Positive Executive Image CEU

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