

JOHN DOE

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BUSINESS UNIT LEADERSHIP

Profit Growth...Senior Sales Leadership...Execution Excellence

Dynamic, top-performing, and strategic Business Leader determined to leverage progressive career overseeing extensive sales growth, enhancing value through strategy development, and developing top talent in contributing to the bottom line.

- **Extensive background in sales leadership, corporate training headship, business development, marketing, and strategic account management.**
- **Known for delivering YOY expansion in annual revenues, exceeding budget attainment objectives, boosting productivity, and developing top-performing teams.** Cultivate and maintain relationships with key industry people.
- **Customer-focused; dedicated to enriching the customer experience.** Strong analytical and problem-solving skills. Manage multiple projects; reach deadlines and maximize results. Acknowledged as “go-to” person to get things done.

PROFESSIONAL STRENGTHS INCLUDE:

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| <input checked="" type="checkbox"/> Sales Strategy & Methodology | <input checked="" type="checkbox"/> Regional/Territory Sales | <input checked="" type="checkbox"/> Corporate Training Leadership |
| <input checked="" type="checkbox"/> New Business Development | <input checked="" type="checkbox"/> Post-Merger Integration | <input checked="" type="checkbox"/> Leadership Development |
| <input checked="" type="checkbox"/> Strategic Sales Leadership | <input checked="" type="checkbox"/> Budget Setting & Planning | <input checked="" type="checkbox"/> Coaching/Mentoring |
| <input checked="" type="checkbox"/> Strategic Account Management | <input checked="" type="checkbox"/> Continuous Improvement | <input checked="" type="checkbox"/> Cost Reductions |
| <input checked="" type="checkbox"/> Product Launches | <input checked="" type="checkbox"/> Client Relations Management | <input checked="" type="checkbox"/> Brand Planning |
| <input checked="" type="checkbox"/> Tactical Market Planning | <input checked="" type="checkbox"/> Execution Excellence | <input checked="" type="checkbox"/> Lifecycle Management |

Snapshot of Success:

- ▶ **Achieved \$600K in New Business** and 17% Gross Revenue Increase within 1 Year
- ▶ **Year-Over-Year Profit Growth (5.8% to 11%)** as Regional Business Director of \$300 Million Business
- ▶ **Developed the Global Learning & Development Function** for ABC Company 3

MAJOR ACHIEVEMENTS

- **Surpassed regional budget achievement goals for seven consecutive years (2009 to 2015) and gained year-over-year sales growth of 5.8% to 11% after taking over an underperforming sales region in 2009 at ABC Company 3.**
 - *Established a meticulous performance-management process, increased level of reward and recognition for performance excellence, reinforced accountability, expanded leadership development efforts, addressed issues with quota-setting methodology, established the first Sales Colleague Business Planning & Performance Certification Process, and provided supplemental training. All 106 colleagues in region reached or exceeded quota targets in 2011 without exception.*
- **Directed all aspects of the field force transformation** from science and product-based transactional selling to solutions-based, consultative selling as the Regional Business Director for ABC Company 2.
 - *As a result, the Field Force team is now recognized as the "most valued and admired" sales team in the industry.*
- **Gained prestigious recognition for the ABC Company 3 Learning & Development department as "one of the best" in corporate America** according to industry associations such as ASTD, LTEN, and Training Magazine by *defining the global structure of organization and recruiting, hiring, and developing colleagues into expert instructional designers and trainers.*
- **Improved performance by establishing the successful onboarding plan and initial training process** for sales representatives and new managers at ABC Company 4 and ABC Company 3.
- **Trained, developed, and mentored nine sales managers successfully earning promotions** to director-level or higher roles within the last seven years.
- **Established the strategic account management strategy, training requirements, and SAM role expectations** for ABC Company 3, *ensuring alignment with organizational goals and strategy.*
- **Successfully defined and expanded the Global Learning & Development function** for ABC Company 3 with positive results supporting the entire commercial organization.



PROFESSIONAL EXPERIENCE

ABC COMPANY 1 - City, ST.

2015-Present

Boutique management consulting firm supporting the pharmaceutical, biotech, medical device, and animal health industries.

MANAGING PARTNER

Strong results partnering directly with principle/founder of the firm significantly increasing level and scope of service offerings, advancing internal processes, and establishing new business. Secure new clients. Conduct, direct, and contribute to consulting engagements covering healthcare organized customer strategy, market access strategy, organizational transformation, leadership development, business planning, and strategic account management.

- ⇒ **Achieved \$600K in new business** during first year of employment by securing two new clients. **Generated 17% increase in firm's gross revenue** over prior year and reduced expenses.
- ⇒ **Established a strategic business alliance** with a leading global management consulting/advisory firm to enable ABC Company 1 to extend its services to additional industries. **Advanced the firm's pharmaceutical compliance practice area** with startups/emerging companies by creating new client tools.

ABC COMPANY 2 - City, ST.

2013-2015

World's largest manufacturer of pharmaceuticals and vaccines for pets and food-producing animals.

REGIONAL BUSINESS DIRECTOR

Managed, led, and mentored a multidiscipline team of 105 area business managers, territory business managers, regional marketers, and technical service veterinarians to exceed customer expectations and deliver maximum results.

- ⇒ **Consistently outshined annual sales growth objectives** for seven consecutive years within a **business region that delivered \$300 million in gross revenue in 2015.**
- ⇒ Attained **top Gallup poll ratings for Colleague Engagement** out of all U.S. business regions in 2012 and 2014.
- ⇒ **Effectively confronted the challenges of an extensive product portfolio and new sales objectives by designing and implementing a successful sales incentive bonus plan.**
- ⇒ **Leader during all phases of a successful business transformation** from product-centered selling efforts to the delivery of value-added professional services and solutions.
- ⇒ **Protected \$50 million in mature brands against generic erosion** through negotiation of contractual agreements with GPOs (group purchasing organizations) and strategic accounts.

ABC COMPANY 3 -City, ST.

2002-2013

One of the world's premier biopharmaceutical companies with leading portfolio of products and medicines.

REGIONAL SALES DIRECTOR (2009-2013)

SR. DIRECTOR: GLOBAL LEARNING & DEVELOPMENT (2002-2009)

Regional Sales Director:

Earned recognition for transforming an underperforming region by strengthening individual accountability and leveraging a methodical performance-management process, becoming a model for the entire organization.

- ⇒ **Consistently achieved top-line annual profit growth between 5.8% to 11%** in a competitive market growing less than 4% each year.
- ⇒ **Co-created the strategy that would position product (Convenia) as the #1 antibiotic** in the companion animal market as a key member of the Convenia Launch Team.
- ⇒ **Collaborated with marketing colleagues in developing product development plans** and lifecycle management strategies for mature brands.

Sr. Director, Global Learning & Development:

Oversaw Learning & Development as the "Chief Learning Officer" for the \$2.5B ABC Company division. Member of the U.S. and EU Leadership Teams for six years, contributing on all strategic and operational decisions for the organization.

- ⇒ **Instituted the global ABC Company Division Learning & Development function** in Europe (France), Asia (China), and Latin America (Mexico) to support local markets.

- ⇒ **Earned status as the #1 Corporate Training Organization in the country** for 2002, 2003, and 2005 by Training Magazine.
- ⇒ **Key contributor to the highly effective launch strategies for 12 products** across the Companion Animal, Cattle, Swine, and Equine business units.
- ⇒ **Secured the Companion Animal business unit the distinction as “most valued and admired” sales team in the industry** according to Brakke Consulting’s ‘State of the Industry’ reports 2006-2009 by designing and implementing a solution-based sales training process.
- ⇒ **Co-leader of the post-merger integration team following the acquisition of Fort Dodge (Wyeth) in 2009.**

ABC COMPANY 4 – City, ST.

2000-2002

Global pharmaceutical company’s Animal Health business acquired by Merck in 2010.

REGIONAL SALES MANAGER

Manager for the Midwest region consisting of 14 colleagues covering 12 states from Michigan to Mississippi.

- ⇒ **Maximized performance and productivity by re-establishing an underperforming team** and effectively replacing 7 of 14 colleagues through meticulous performance management and coaching.
- ⇒ **Achieved status as the “Top Performing Region” by division president Raul Kohan in 2001.** Key contributor to the successful launch strategy for Mometamax.
- ⇒ **Initiated and reinforced significant expectations for selling skills,** disease/product knowledge, and account/territory management.

Early Career History:

ABC COMPANY 5 – City, ST., 1993-2000

Director: Product Services Marketing & Training...Interim Division Supervisor

Manager: Corporate Training...Store Manager - #182 Atlanta

Managed entire portfolio of product protection/extended warranty programs. P&L for 27 stores in Tennessee, Georgia, and Mississippi with combined revenue of \$72M. General management and P&L for top-volume store in chain of over 1500 stores. Store developed into the primary training site for new managers in 1994 as a result of outstanding performance.

- ⇒ **Acquired 30% YOY increase in category sales for 1999. Expanded gross margins from 36% in 1993 to 49% in 1995.** Improved performance by modifying the organization’s warranty protection messaging strategy.
- ⇒ Redesigned the packaging and store merchandising strategy for Guardian Protection Products. Introduced and reinforced disciplined and structured recruiting/hiring process. **Designed the primary comprehensive onboarding and simulation-based training program. Trained 5500 sales representatives and 400 store managers,** effectively advancing the organization’s retail management and selling potential.
- ⇒ **Achieved 20% reduction in classroom-based training and travel** by introducing distanced-based training and computer-based learning modules. **Earned reduction in divisional advertising & promotional costs in Georgia and Tennessee** by earning free radio and TV time through community-based charitable efforts.

EDUCATION & CREDENTIALS

MBA: ABC University, City, ST.

BS: Urban Planning & BA: Psychology - ABC University, City, ST.

EXECUTIVE EDUCATION & CERTIFICATIONS:

Advanced Management Program: ABC Business School Executive Education, City, ST.

Driving Strategic Impact - ABC University Center for Career Education

Project Management Certificate - ABC State University

DiSC Certified Master Trainer - ABC, LLC.

Situational Sales Negotiation Certificate - ABC Group International

Computer Software Expertise: MS Office Suite, Salesforce.com