

## FIRST MI LAST

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### EXECUTIVE MANAGEMENT SUMMARY

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- Inspiring executive and analytical problem solver with exceptional leadership skills and multifunctional experience with Fortune 100, private equity, and healthcare companies.
- Documented track record of turning around underperforming organizations, leading cultural change, and accelerating individual, team, and business performance to drive revenue growth, increase profitability, improve market share, and exceed metrics.

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### SKILLS AND CERTIFICATIONS

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- Six Sigma Green Belt Certified
- Mergers and Acquisitions
- Strategic Planning
- Building Business Alliances
- Account and Project Management
- Contract Negotiations
- Brand Life Cycle Management
- Certified Public Speaker
- Product Research and Development
- Customer Service/Relationship Management
- Human Resources Management
- Profit and Loss Management
- Budgeting and Financial Management
- Career Mentoring/Coaching
- Training Development and Execution

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### PROFESSIONAL EXPERIENCE AND SELECT ACCOMPLISHMENTS

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#### **Known Company1**

*Vice President, World Wide Sales & Marketing*

City, State

4/2010 – Present

Oversee staff of 250+ in operations—including P&L management, product development, contracting and pricing, sales, marketing, training, and customer service and channels—of \$220M healthcare business. Selected by Board of Directors to join company as part of CEO succession plan and asked to streamline commercial deficiencies, transform dysfunctional culture, and show results for private equity investment firm.

- Merged 4 geographically separated companies into 1 with minimal disruption to customer service.
- Relocated previously-separated sales, marketing, and customer service departments to single site, achieving 40% reduction in sales operating expenses.
- Exceeded company's revenue target by nearly 6%.
- Introduced one representative-two systems (1R2S) sales approach, leading to single point of contact for customers, sales force reduction of 24%, and savings of \$2.7M per year.
- Analyzed and consolidated product portfolio, which re-established price points and provided more options and convenience for customers, generating sales revenue growth of 9%.
- Conducted 92 separation conversations including discussions of severance packages, benefits, and career counseling services.
- Designed new organizational structure to bring clarity to team members' jobs across all areas of company.

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**PROFESSIONAL EXPERIENCE AND SELECT ACCOMPLISHMENTS  
(CONTINUED)**


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**Known Company2***Vice President, U.S. Sales**Field Sales Director*

City, State

6/2006 – 4/2010

9/2002 – 6/2006

Developed strategic and operational initiatives and drove overall sales results for \$1.6B global medical devices, diagnostics, and drug therapy organization with \$147M operating budget. Managed 630+ personnel engaged in sales operations, sales training, marketing, key opinion-holder stakeholder relationship development, strategic and annual business planning, brand life cycle management, and reimbursement and strategic account management.

- Supported deal development and provided general management and leadership for \$145M strategic alliance that included product research and development/collaboration, marketing, and sales training/execution. Exceeded all deal expectations and performance metrics, and achieved 14% sales growth.
- Captured and sustained major competitive market advantage, delivering market share growth of 9.1%, sales growth of over 11% (despite declining category), and increase in after-tax profits of over 10% by devising customized approaches (including specific contracting channels) for unique users.
- Saved over \$1.8M per year by launching sales force automation tool that optimized effectiveness via accurate sales calls reporting, sample tracking, account information, improved message-to-market speed, and e-detailing capability.
- Exceeded 55% market share for first time in company's history and accelerated demand generation by 15+ market share points by leading 105-person sales force expansion and guiding team to increase presence in traditionally weaker pockets.
- Decreased operating expenses by 8% by focusing on specific geographic go-to-market strategies.
- Built high-performance teams and committed self to career development of subordinates, resulting in 30+ individuals promoted to senior management positions.
- Led nation in every category metric for 3 consecutive years and achieved number one ranking for same 3 years while serving as field sales director.

**Known Company3***Corporate Account Director*

City, State

4/1999 – 9/2002

Planned, led, and managed corporate account activity by setting communication plans for 6 decentralized operating companies, designing strategic plans for all assigned accounts, developing relationships with key internal/external personnel, providing direction on pricing and contract management, and overseeing healthcare compliance.

- Managed account of XYZ, Inc. and increased sales growth from \$42M to over \$217M during tenure.
- Recognized as Account Director of the Year for 2 years.
- Successfully negotiated preferred contracts for 12 strategic products.

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## EARLY CAREER PROGRESSION

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### Known Company4

City, State  
8/1989 – 3/1999

#### *Pharmaceutical Product Director*

- Led sales and marketing efforts for 2 pharmaceutical therapies, resulting in over \$750M in sales.
- Supervised activities of 1 product director and 5 product managers.
- Administered \$60M promotional marketing budget.

#### *Analgesia and Oncology Product Manager*

- Developed 5-year strategic business plan and national pain management initiative with top 4 long-term care pharmacy providers.
- Received achievement award for initiating and implementing business opportunity with state-administered insurance program.

#### *Specialty District Manager, West Coast Hospitals*

- Guided district to top-10 ranking for 2 consecutive years.
- Recognized as District Manager of the Year.

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## EDUCATION

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**Certificate in Leadership Development**, XYZ School of Management, ABC University, City, State

**Certificate in Strategy and Management**, The XYZ School, University of ABC, City, State

**B.S., Marketing**, XYZ State University, City, State