

Theresa Wright

EXECUTIVE MBA &
15+ YEARS OF ACCOMPLISHMENT

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Available for relocation or travel
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TARGETS: MANAGEMENT CONSULTANT ~ CORPORATE STRATEGIST ~ BUSINESS ANALYST

Seasoned business professional and recent Harvard MBA offering uncommon blend of creative and analytical talents along with results-proven ability to apply new ideas, resourcefulness, and innovation to propel companies to the next level, overcome roadblocks, and build competitive advantage.

KEY STRENGTHS

Marshaling change and innovation: Proven versatility to span industries, bringing fresh perspective, new ideas, and keen business intuition to spot growth opportunities, influence business direction, and define and drive value in the marketplace.

- ▶ Increased revenues \$15 million (30+%) and built dominance in various target segments by recommending and influencing fundamental changes in business development and product strategy of a nascent company.
- ▶ Generated \$5 million revenue by identifying and capitalizing on untapped opportunities in what was previously considered a “dead-end” market.

Integrating multiple disciplines: Mindful of the big picture and skilled at identifying interrelations and global impact within multifaceted situations that require knowledge of functional areas and best practices from all areas of a company. Orchestrated change initiatives and associated strategy shifts that led a small company with <\$1 million annual revenue to be acquired for \$6+ million.

- ▶ Member of management team that built a start-up software company's sales 300% in the first year and 200% in the next 2 years each, ultimately winning acquisition offer of \$3 million.

Cultivating teamwork and strong customer relationships: Known for genuine, empathetic, persuasive interpersonal style that engenders trust while strengthening customer relationships and building cross-departmental cooperation.

- ▶ Traveled nationally and internationally, investigating U.S. best practices and navigating socio-politically charged situations to establish mutual agreement between Vietnamese Communist officials and aggressively profit-oriented Japanese companies, opening up a new market between the nations.

Strengthening business agility and viability: Apply creativity, analytical rigor, pragmatic overview, and leadership skills to build value, foster flexibility, and keep companies competitive even in the face of declining markets and competitive threats.

- ▶ Paved the way for \$6+ million in new revenues annually through research, strategy planning, and project leadership, achieving 20% CAGR for products despite targeting a shrinking industry.

EXPERIENCE HIGHLIGHTS

MARKETING MANAGER, PROMOTIONS
XxxxCompanyNameXxxxxx – City, XX (2002 – 2009)

Headed North American marketing programs for 100+ product lines, leading teams of internal and third-party professionals on as many as 15 simultaneous projects with combined budgets of approximately \$5 million annually. Orchestrated development of product brands and ensured consistent brand image. Researched and identified new growth opportunities,

QUALIFICATIONS SUMMARY

- Strategy Planning & Execution
- Business Analysis & Strategy Consultation
- Project Management
- Team Leadership
- Client Interaction & Relationships
- Process Mapping & Process Improvement
- Strategic Problem Solving
- Root Cause Investigation, Identification & Analysis
- Market Research & Analysis
- New Product Development & Launches
- Market Segmentation
- Product Cost & Channel Strategies
- Marketing & Sales Support
- Branding & Positioning
- New Market Development
- Corporate Communications
- Change Management
- Performance Metrics
- Financial Modeling, Analysis & Valuation Methods
- Mergers & Acquisitions
- Networking, Partnering & Alliance Building

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