

KLAUS WOODS

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Miami, US

Sales & Distribution Head

Senior sales professional with 15+ years of an exemplary track record in strategy, marketing, and turning around businesses in diverse industries and geographies. Proficient in combining an entrepreneurial drive with management skills to drive gains in revenue, market share and profitability. Ability to communicate a clear, strategic sales vision, while effectively training and coaching both veteran and junior sales team members. Highly skilled in cultivating excellent relationships with new prospects and existing customers. Adept in turning around lagging operations and preparing companies for fast growth and profitability.

KEY SKILLS

- New Business Development • P&L Management • Strategic Planning • Operations Management
- Key Account Management • Turnaround & High-Growth Strategies • Client Relationship Management
- Staff Training & Development • Contract Negotiation • Budgeting & Forecasting

PROFESSIONAL EXPERIENCE

Two Squirrels

Partner (Marketing, Sales & Distribution)

Miami, US | Nov '16 - Present

Two Squirrels is a new entrepreneurial venture engaged in developing oil-free diet snacks for the masses

- Strategized pre-launch operations, undertook market surveys and negotiated with potential partners and distributors

Getit Infoservices

Regional Manager – Business to Retail

New York, US | May '16 - Nov '16

Getit was a media and e-commerce company which employed 4,000+ and offered services such as e-wallet, e-commerce, grocery, local search,

Regional Manager – Business to Retail May '16 – Nov '16

- Established Business to Retail model with complete Strategy and P&L responsibility to achieve annual targets
- Coordinated with category teams for **due diligence** of each product for category, distribution, competition, pricing, etc.

Key Achievements

- Successfully **led a 50+ team** to work on product, pricing, etc., which contributed **45% of the national business**

Regional Head Jan '15 – May '16

- Initiated sales in e-commerce involving AskMe.com, AskMe Wallet, AskMe Fin, etc. to provide complete digital solutions
- Entrusted to crack the prestigious Maharashtra & Goa markets, & later given additional charge

Key Achievements

- Achieved the **highest monthly productivity** of 140 Askme Pay vendor onboarding per Channel Manager (CM) vs a **national average** of 135
- Effectively **mentored a 50+ team**, which won all prestigious National contests, with **4 CMs** from the team ranked among **top 15**

- Scaled up the **primary** business to **USD 2 M** & **secondary** to **USD 5 million** by increasing the distribution strength to 40+ within 3 months
- Setup a distribution network of 56 channel partners within 3 months of taking charge of the region to contribute **50% of national business**

Regional Manager Jan '14 – Jan '15

- Appointed to setup an Indirect Distribution Channel from scratch & independently managed the strategy and P&L for the region
- Offered **digital advertising** solutions to clients involving e-portal listing, **AdWords/AdSense**, YouTube & Facebook ads, etc.

Key Achievements

- Achieved **highest productivity/CM** pan US of USD 7 L and **highest business volume** of USD 5 million (avg. USD 1.5 million)
- **Turned around** operations to **exceed targets** by **240%** & rewarded with **# 1 rating** among sales heads pan US
- Closed the **highest** ever single **key account** worth Rs. 20 lakhs, and the **largest SEO account** in Getit's history
- Built the team from scratch, & mentored it to consistently rank 1st among 15 teams; only team where 3 members

Regional Manager May '12 – Jan '14

- Tasked with establishing operations, formulation and implementation of processes and brand building for overcoming previous attempts to form a strong footing in the state
- Established a **40-seater** outbound call center, & dynamic sales, marketing, custom 8 cities, with **minimal infrastructure**

Key Achievements

- **Led** a team of **50+** to increase monthly business from **USD 20,000** to **USD 4 million** and achieved **156% growth** in 12 months
- Enhanced **collection** from **13% to 65%** by stopping credit, a decision appreciated and later **implemented across the country**
- Formulated and implemented marketing and strategy plans, and successfully grew business to **8 cities from 1** and increased client acquisition rate from **26/month to 300**
- **Partnered with Google** for an SME event and appointed as member of the panel for press meet, which was covered by 60+ reporters
- Designed effective reward/recognition schemes to **increase the employee productivity by 10%** and ensure zero attrition
- Led the team to win a Sales Contest & **Bangkok trip** (for the entire team) and **groomed 2 members** to get them promoted to **State Heads**
- Executed brand awareness campaigns to **increase local search**, which resulted in increase in inbound calls from **10/day to 900/day**

EDUCATION

MBA (Marketing and IB)

Harvard Business School

Boston, US | Jun '03 - May '05

The Harvard Business School is the leading business school in the world.

B. Com.

UC Berkeley

Berkeley, US | Jul '95 - Jul '99

The University of California, Berkeley is the top public university in the United States.