

# **Christopher Steven Allen – Curriculum Vitae**

**Date of birth:** 15th October 1985

**Email:** chrisstevenallen@gmail.com  
**Phone:** +44 7305 072 276

**Address:** 31 Woodfield Lane  
Cambourne  
Cambridgeshire  
CB23 6FD  
UK

## **Personal statement**

Experienced International Business Development, Technical Sales and Marketing Professional with a proven record of combining commercial and technical abilities to drive increased revenue and brand awareness. Extensive experience across a wide range of technologies within Professional and Domestic Audio Products and solutions.

Areas of expertise include B2C and B2B sales, technical consultation, marketing, managing global distribution partners and developing key account relationships.

## **Experience & Skills**

**Professional Monitor Company Ltd (PMC)** – International Business Development Manager  
February 2015 – Present

- Principle commercial contact for PMC's Professional division worldwide (ex. UK and US) responsible for £1million annual revenue.
- Define, monitor and manage global distribution and dealer sales network to achieve year-on-year growth (including PMC's best financial year to date):
  - Japan: appointed new distribution. Increased regional revenue by over 7300% in year 1.
  - S Korea: developed existing distribution partnership. Increased business over 500% in 2 years.
  - Canada: developed existing distribution partnership. Increased business over 430% in 12 months.
  - Germany: appointed new distribution. Increased regional revenue by 365% in year 1.
  - Benelux: developed existing distribution. Increased regional revenue over 200% in 12 months.
- Establish commercial partners in previously unrepresented regions: Central America, Middle East, Africa.
- Prospect, develop and win B2C opportunities.
- Technical Consultant and Authorized Installation Engineer on large-scale projects.
- Direct and coordinate appropriate marketing activities within budget to varying market sectors and regions for maximum ROI.
- Liaison for VIP clients to maximise marketing opportunities within specific market sectors.
- Regular international travel to meet distributors, prospect for new business, project consultancy and attend trade shows.

### **Freelance Audio Sales Representative**

October 2014 – February 2015

- Freelance Sales Role supporting multiple retailers within the UK.
- Seeking sales end-user opportunities and providing solutions through a network of suppliers.

### **Prism Sound** – Sales Executive & Support Engineer

August 2007 – September 2014

- Worldwide sales and support worldwide for Prism Sound and SADiE Professional Audio Products contributing 20% of the total annual turnover.
- Collectively achieved Queen's Award for Enterprise: International Trade with the company.
- Manage global distribution network ensuring annual targets are hit and growth is maintained.
- Provide on-demand technical support and project consultation.
- Plan, organize and execute marketing activities around the world.

### **Self-employed** – Recording Engineer, Live Sound Production and Voluntary Lecturing

June 2004 – August 2007

- Set up and operated audio production services in parallel with higher education commitments.
- Volunteer lecturing in Music Production and Audio Engineering at a higher education level.

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Additional attributes:

- Accomplished negotiator: comfortable closing business and overcoming sales hurdles with senior decision makers as well as end-users.
- Account management: above and beyond sales responsibilities I am effective overcoming technical, production, supply and financial matters whilst maintaining a positive relationship with key accounts.
- Cultural awareness: understand differences and sensitivities in regional markets through regular international travel and daily communication with global distributors, suppliers and end-users.
- Confident public speaker: experienced demonstrating and presenting technical products to large audiences and individuals.
- Team player: will readily call on the strengths of other departments and colleagues to accomplish tasks and simultaneously offer my skillset to assist others with a 'team-spirit' attitude.

## Education & qualifications

- **De Montfort University** (2006-2007)
- **Confetti School of Recording Technology** (2003-2006)  
HND in Music Technology  
BTEC in Music Technology
- **King's Grammar School** (1997-2003)  
Secondary Education  
**A.S. Level:** English Literature & Language, Music Technology, Philosophy  
**GCSE:** English Language, English Literature, Mathematics, Double Award Science, Music, French, Design & Technology, Geography.
- **Other**  
Full UK driving license  
Fluent in English

References available upon request.