

ROBERT SMITH

Jr. Director Of New Business Development

E-mail: info@qwikresumc.com

Phone: (0123)-456-789

SUMMARY

An experienced B2B new business development, sales and marketing professional with 16 demonstrated success leading global, cross-functional, business development and product management teams in the food, food safety, chemical, manufacturing, services and other industries. A creative, process-based problem solver with a technical foundation and extensive experience analyzing market research and competitive environments, developing marketing strategies and plans then implementing innovative solutions to achieve business growth while improving core business processes and profitability.

SKILLS

Business Development, Sales, Salesforce.Com, Sandler Sales Technique.

WORK EXPERIENCE

Jr. Director Of New Business Development

ABC Corporation - 2007 – 2011

- Selected to move into senior leadership role to create a new business incubator for strategic, new product development for \$25 million business.
- Identified new global opportunities, create go-to market strategy and develop product launch plans.
- Led an international team to create and implement the strategy for a global quality assurance audit business with a multi-segment focus on five strategic international markets.
- Analyzed global food service growth trends, researched strategic multinational brands and met with key customer senior leadership to identify growing customer risks and emerging brand protection needs.
- Developed international business expansion strategy to extend service offering to global customer locations .
- Led a joint, matrixed, international project team to create and implement a worldwide food-safety-training business based on ServSafe, the US standard.
- Partnered with the leading industry trade association, National Restaurant Association, to create and manage strategic, joint development project plan.

Director Of New Business Development

Delta Corporation - –

- Lead new business development, marketing and client support by developing core business principles and marketing products.
- Expanded client base by 70% within 2 years Increased residuals by more than \$8,000/month Improved average client retention from 15 months to 4 years.
- With low brand awareness on the West Coast o Opened business at four new client companies plus seven new brands; o Conceived and executed four .

- Specific responsibilities include developing and presenting proposals, participating in project kick off, progress meetings and results presentations,.
- Developed and implemented multi-dimensional (broadcast, print, outdoor and online) advertising campaigns encompassing all facets of the travel .
- RESULTS Increased revenue in the travel vertical to over \$25 million.
- Responsible for leading all sales team business development activities within the post acute environment.

SCHOLASTICS

- Master of Business Administration - (University of Colorado at Colorado Springs - Colorado Springs, CO)