

Robert Smith

Lead Director Of New Business Development

CONTACT DETAILS

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PERSONAL STATEMENT

Highly qualified Director Of New Business Development with experience in the industry. Enjoy creative problem solving and getting exposure on multiple projects, and would excel in the collaborative environment on which company prides itself.

WORK EXPERIENCE

Lead Director Of New Business Development **ABC Corporation - 2016 - 2020**

Responsibilities:

- Oversees new product and market development efforts, creation and implementation of operational sales plans, and strategic path to market plans, management of distributor relationships, translation of market needs into product design for operation management, selection of media partners for advertising and management of the marketing budget.
- Selects, promotes, and provides representation at trade shows.
- Identifies attack plan to obtain double digit sales growth by leveraging existing vendor relationships and current manufacturing capabilities.
- Establishes and implements branding strategy for all product lines.
- Provides Keynote address for national filtration meeting.
- Responsible for new business development and management of distributors on national level reporting directly to Vice President/General Manager Skills Used Product Management, New Market Development, Market Research, Presentation.
- Creates monthly newsletters and other materials that were selectively sent to opt-in recipients via constant contact or salesforce---containing sector specific targeted messaging designed to enhance the number of opens and click through rates. Placed ads in high profile trade publications--both print and online--to get the wins name into circulation beyond the small circles who already knew of the firm.

Director Of New Business Development **Delta Corporation - 2003 - 2008**

Responsibilities:

- Direct responsibility for generating 1M in new revenue annually Create customized returnable packaging programs; from find/design to rollout/.
- Researched and evaluated the health care market in McAlester, Oklahoma to determine potential areas for the development of health care ventures while .
- Acted as a liaison between the corporate office in Oklahoma City and the health care providers in McAlester.
- Assisted president and franchise owners with start up company from concept to implementation.
- Assisted in development and implementation of marketing plan.
- Responsible for recruiting, training, and development of staff.

SKILLS

Key Account
Management,
Forecasting, Business
Planning, Pricing.

LANGUAGES

English (Native)
French (Professional)
Spanish (Professional)

INTERESTS

Climbing
Snowboarding
Cooking
Reading

REFERENCES

Reference - 1 (Company
Name)
Reference - 2 (Company
Name)

- Created and managed gym operations and budget.

Education

Customer Service And Management Philosophy - 2016(Zappos
Insights - Las Vegas, NV)