

ROBERT SMITH

VP of Business Development/Co-ordinator

Phone: (0123)-456-789 | Email: info@qwikresume.com | Website: Qwikresume.com

SUMMARY

A highly effective communicator skilled in process improvement. Efforts lead to successful business strategies that translate to active, measurable results.

CORE COMPETENCIES

Microsoft Office, Sales Management, Marketing.

PROFESSIONAL EXPERIENCE

VP of Business Development/Co-ordinator

ABC Corporation - August 2012 – September 2015

Key Deliverables:

- Developed comparison tables of products and services by researching product pricing, ratings, and performance.
- Formulated custom business plans for incoming account managers. Negotiated prices, terms of sales and service agreements.
- Presented innovative digital media marketing presentations to executive decision-makers.
- Enhanced marketing exposure through effective website content management and direct correspondence with potential clients.
- Evaluated market trends and recommended marketing budget allocations to top management.
- Developed the initial senior-level relationships for Alere diagnostic products in markets where they had no footprint.
- Developed relationships with the key distribution players in the alternate-site market such as McKesson, Medline.

VP Of Business Development

ABC Corporation - 2007 – 2012

Key Deliverables:

- Developed and instituted a new marketing strategy with its primary function being focused on a national clientele.
- This strategy increased new business opportunities by 30%.
- Upgraded the Munlake brand which placed the company in a more competitive state in multiple markets.
- Developed business relationships with executive and second tier decision makers that resulted in new opportunities that fit the Munlake business model.
- Created a more efficient process within the marketing department that allowed for quick responses to RFP & RFQs.
- Mentored staff on marketing strategies and the process of translating marketing into business opportunities.

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- Orchestrated the opening of the Munlake Joplin, MO office and solidified critical public and private relationships with the local community..

EDUCATION

- Diploma