

ROBERT SMITH

Vice President of Business Development - Marketing

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Innovative Vice President of Business Development - Marketing with an extensive record of establishing and managing multi-million dollar strategic programs and partnerships involving the deployment of new technologies for early-stage discovery, product development, and other unmet business needs. Progressive history of leadership and value creation in both research and business, with a proven talent for communicating and selling benefits of complex genetic technology to customers, investors and other stakeholders.

2006 - 2009

VICE PRESIDENT OF BUSINESS DEVELOPMENT - MARKETING - ABC CORPORATION

- Launched a new product line targeting the worldwide cell-biology market that contributed to a 12% revenue growth for this small microbiology-oriented company.
- Developed strategic marketing plan for mammalian Phenotype MicroArrays and new promotional materials focused on applications in discovery and BioProcess.
- Engaged key early adopters at Pfizer, GSK, MedImmune, Lonza, Boehringer, Broad Institute and VLA.
- Directed internal development of new value-driven BioProcess applications of Phenotype MicroArrays.
- Established R&D collaborations with Broad Institute, Cold Spring Harbor Lab, and Horizon Discovery.
- Built-up a sales database with >1500 leads and prospects via trade shows, presentations, web search and international distributors and transferred responsibility for North American sales to a newly hired manager.
- Developed international markets by training and engaging distributors in Europe, Middle East, Russia, China, Korea, Japan, Malaysia, and Brazil.

2001 - 2006

VICE PRESIDENT OF BUSINESS DEVELOPMENT - ABC CORPORATION

- Responsible for all new business development and sales growth.
- Developed and implemented a sales strategy to increase revenue for the company.
- Managed strategic partnerships to help with staying up to date with the latest technology while securing additional business opportunities.
- Implemented a new revenue stream within iMedia as being an "Agency of the Agencies".
- Implemented an inbound marketing strategy and campaign to create additional leads.

- Brought on board a dozen new logos/clients to iMedia within the last year.
- This is Dummy Description data, Replace with job description relevant to your current role.

EDUCATION

Doctor of Philosophy in Biochemistry - 2000 (University of Oxford)

SKILLS

Project Management software, MS Excel, PowerPoint, Word, Outlook with Business Contact Manager, Lotus Notes, Lotus Word, and Lotus 123. Database queries for analysis purposes, MS Access, IBM Lotus team room, IBM midrange systems, peripheral devices, WINTEL servers, MS 7, MS Vista, and MS XP.