



Executive: Resume Development

Resume Development process

Where are you?

JUST STARTING	UPDATING	THINK I'M FINISHED
Long time since updated	Not-too-old version	Can I sharpen?

Step 1 STRATEGY

Step 2 SUMMARY >> STATING YOUR CASE

Step 3 ACCOMPLISHMENTS >> INCREASING IMPACT

Step 4 LAYOUTS >> IMPROVING MESSAGE

Step 5 NEXT STEPS & BEYOND

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Goal of Your Resume ...

IT'S ALL ABOUT THEM (THE EMPLOYER)

- Focuses on their **PAIN POINTS**
- **STARTS** a conversation by **HOOKING** them
- Highlights your **CORE EXPERTISE & BRANDING**
- Formatted for **QUICK** reading




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Executive: Resume Development

George's Before Resume



George Pepper
City, State, Zip
H: (555) 555-5555; M: (555) 444-4444

Objective:
Seeking to obtain a rewarding position as an Officer or Senior VP in a challenging and cutting-edge environment.

Professional Skills:

- Adept at functioning seamlessly in a virtual team environment
- Strong fourteen year experience in senior management and executive positions
- Strong industrial biotech background
- Broad industrial scale-up experience – design and practice
- Comprehensive engineering skill set

Educational Qualification:

- BSChE with Summa Cum Laude, University of Illinois (1981)
- Initiated MSEE program, RIT (not completed)

Career History:
DDCE (DuPont/Danisco Cellulosic Ethanol LLC), Itasca, IL
Vice President Engineering & Operations, 05/2012 – 06/2018


- Led effort on preliminary design for commercial Cellulosic Ethanol facility and subsequent Front-End Loading activities (Conceptual and Basic Engineering)
- Selected preferred engineering firm for commercial design activities and negotiated long terms and conditions
- Led the self-perform EPCM effort to fast track the completion of a fully integrated demonstration scale cellulosic ethanol plant. This commercially prototypical facility proceeded from basic data/conceptual engineering to start-up in 15 months.
- Hired engineering and operational staff of >20 people for demonstration plant
- Sponsored effort to develop DDCE Environmental Health Safety and Security policy
- Key architect in creation of DDCE strategic plan
- Leading and participating in evaluation of several innovative technologies
- Participating in development of early adopter licenses and discussions with potential customers

Responsibilities:

- Design and build plants – demonstration and commercial-scale
- Develop future generation plant designs
- Operate DDCE owned plants – demonstration and future commercial
- Develop engineering portion of licensing package: "schedule A", propriety equipment design and pricing structure, etc
- Deliver, operate & maintain service to licensees
- Regulatory Affairs including EHS&S

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George's AFTER Resume



GEORGE A. PEPPER
Anyplace, Anywhere

georgepepper@gmail.com 919.555.1212 www.linkedin.com/in/georgeapepper

BIOTECHNOLOGY ENGINEERING EXECUTIVE
Transforming Science into Commercial Reality

Creative engineering executive expert in commercialization and technology evaluation. Executes with mantra of "commercialize or perish." Passionate about harnessing the power of biotechnology to improve environmental sustainability. International experience across Europe, Asia, North and South America.

Expertise in fields including: biotechnology, cellulosic biofuels, industrial enzymes, and chemicals. Broad industrial scale-up experience – design and practice. Recognized for strategic and forward-looking approach.

Engineering & Operations Leadership | Technology Evaluation | Commercial Scale-Up | Licensing | Biotechnology

PROFESSIONAL EXPERIENCE

NAME OF COMPANY, INC., City, State 20XX – 20XX
\$200M global company developing....

Vice President, Engineering & Operations

Led engineering evaluations, designs and construction for member-owned assets and prepared engineering packages for licensing opportunities. Staffed and operated scale-up assets.

- Spearheaded fast-track effort that fully integrated demonstration-scale cellulosic ethanol facility. Completed within 2% of original estimate and performed in top 10% of execution.
- Executed cost-effective commercial design project within 14 weeks; established platform used for next 3 years.
- Commissioned plant through and earned respect of seasoned JV owners. Oversaw hiring (>20) and initial operational control of demonstration plant.
- Led evaluation of innovative technologies which opened potential revenue stream of \$10M in year 2.

NAME OF COMPANY, INC., Location 20XX – 20XX

Biorefinery Director 20XX-20XX

Led engineering and operations function creating new cellulosic ethanol business and guided worldwide R&D, application science, legal, finance and sales team.

- Negotiated and created strategic roadmap for \$140M XYZ Joint Venture (Leadership Team).
- Spearheaded successful Global Supply launch for world's 1st commercial cellulosic enzyme (Name products) and established interface between potential customers and applications lab.

Resume based on ... **Your BRANDING**



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Executive Recruiter Quote... **Be the EXPERT**

"In today's market (whether right or wrong) companies are looking for **kings and queens** in their fields, **not the jack of all trades.**

If your **resume** doesn't shout out loud and clear, **I'm an expert**, you may be missing opportunities."



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Branding Worksheet

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George's 1st draft



I am George and I am a Senior Executive Engineer with over 20 years in cutting-edge engineering environments.

I have expertise in challenging operations in a variety of fields; chemicals, biotechnology, enzymes, and bio-fuels.

One of the things at which I'm most adept is functioning seamlessly in a virtual team environment. Broad industrial scale-up experience – design and practice. Known for a strategic and forward looking approach.

RightEverywhere.com:

- RESOURCES > (search for) **Branding Worksheet**
- LEARNING CENTER > **Exec: Personal Branding**

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h.

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Laser-focused Unique Value Proposition

VP of Engineering



**Transforming science
into commercial reality**

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Analyze Marketplace Needs...

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Key Word Exercise

FIND: ~5 job listings, for **Target Role**CFO / VP Finance for **Global** Digital Payments**IDENTIFY:** common requirements & niche**COMPARE:** with your resume

The President will provide overall business leadership on a strategic and tactical level while achieving breakthrough financial and market objectives. In addition, the President will drive Denault culture (DBS) daily, and continuously build a high-performance team.

Key responsibilities for the position:

- Has full P&L responsibility for the global Industrial Automation business.
- Develop and implement strategic and tactical marketing and revenue growth plans.
- Design and execute strategy for serving the global automation markets, establishing market differentiation, appropriate product offerings to assure promising segments are effectively served, and map the organization to that strategy
- Act as Champion for the product – Denault Bell System (DBS) across company
- Improve operations excellence and operating profits for each individual entity and for the business as a whole.
- Drive customer satisfaction and manage customer relationships.

OPTIONAL: visual analysis of key words

Copy & paste >> core content of ~5 jobs into Word Cloud (www.Tagcrowd.com or www.Wordle.net) OR use jobscan.co



Resume Guidelines

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It's all about your **TARGET POSITION**

- **Document Length = 2 Pages** – max for everyday use.

Possible Exceptions:

- **Target Job/Industry** – consulting, research, academia, government
- **Extensive & Relevant** – publications, speaking engagements, patents, etc.
- **Exec Recruiter** – special requests

- **Experience**

~ 15 years – Concentrating on most: 1) Recent & 2) Relevant to Target

> 15 years – If value-added. Likely for: Consulting, Board of Directors, C-Suite, Academia, Research

- **Additional Content** i.e. Education, Certifications, Community Leadership & Membership

Add selectively; include what's relevant, valuable, and of interest to Target.

- **Prioritize All Content**

Resume Guidelines

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Use

- Numerals & Symbols (\$, %, >, #)
i.e. use **\$10M** not ten million dollars
- Direct & Explicit Language
- Maximum length of:
paragraphs: 5 lines | sentences: 1-2 lines | bullets: 5-6 vertically

Eliminate

- Phrases & Words without Impact
i.e. as well as, or, multiple, a variety of, for the company
- Articles & Personal Pronouns
i.e. a, an, the i.e. me, I, my, our, their...
- Repetitive Language in close proximity
i.e. **Leads** initiatives on Executive **Leadership** Teams. **Leader** who engages team.

Minimize

- Adjectives
i.e. Strong, Innovative, Ethical, Creative, Insightful, Enthusiastic

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Spotlight Strengths >>> Sell Benefits

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Why did it matter?

Features (Tell)

Benefits (Sell)

Results-driven	➡	Drives brand growth and double-digit market share
Problem Solver	➡	Identifies and improves processes translating into...
Creative	➡	Develops breakthrough market opportunities...
Relationship Builder	➡	Builds strong alliances and partnerships that ...

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Survey

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What about resumes you've reviewed....

What have you **liked**?

What have you **dis-liked**?

Step **1** STRATEGY

Step **2** SUMMARY >> STATING YOUR CASE

Step **3** ACCOMPLISHMENTS >> INCREASING IMPACT

Step **4** LAYOUTS >> IMPROVING MESSAGE

Step **5** NEXT STEPS & BEYOND

Summary - STATE your case!

- **Branding Statement**
 - Professional / Functional Job Title & Level
 - Industries (*optional – as it adds value*)
 - Value / Contribution – What you're known for & how you offer **impact**
- **Hard Skills** [*What you know*]
 - Specific Expertise / Knowledge (supporting target position)
- **Soft Skills** [*How*]
 - Strengths, Experience & Personal Attributes

KEY WORD
Exercise

Guideline: Paragraph - up to 6 lines. Written in short, digestible format

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Branding / Summary Statement

Sample Style #1

Soft Skills

Branding =
Who you are + Impact

BIOTECHNOLOGY ENGINEERING EXECUTIVE Transforming Science into Commercial Reality

Creative engineering executive expert in commercialization and technology evaluation. Executes with mantra of "commercialize or perish." Passionate about harnessing the power of biotechnology to improve environmental sustainability. International experience across Europe, Asia, North and South America.

Expertise in fields including: biotechnology, cellulosic biofuels, industrial enzymes, and chemicals. Broad industrial scale-up experience – design and practice. Recognized for strategic and forward-looking approach.

Engineering & Operations Leadership | Technology Evaluation | Commercial Scale-Up | Licensing | Biotechnology

Hard Skills

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Branding / Summary Statement

Sample Style #2

Soft Skills

Branding
Who you are + Impact

GLOBAL SUPPLY CHAIN MANAGEMENT EXECUTIVE

Passion for Transforming Supply Chains to Enable Growth & Expansion

Leader who delivers exceptional operational results through strategic planning and focused execution. Builds and empowers high-performing teams. Tackles new and complex challenges and drives continuous improvement. Thinks and collaborates cross-functionally throughout wholesale, retail, and e-commerce environments. Bilingual-German.

Expertise includes:

<ul style="list-style-type: none"> ▪ Strategic & Financial Planning ▪ Demand Planning & Procurement ▪ Supply Planning & Vendor Management ▪ Warehousing & Distribution 	<ul style="list-style-type: none"> ▪ Change Management ▪ Process Re-Engineering ▪ Performance Management ▪ Decreasing Costs & Increasing Efficiency
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Hard Skills

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Experience section - **PROVE Your Case!**

CORE COMPONENTS

COMPANY

- **NAME** - Use current market-known name. Include merger/ acquisition info, if relevant.
e.g. New Bank (formerly ABC Bank) or ABC Bank (acquired by New Bank 2014)
- **LOCATION** - use your location/area vs. headquarters
- **DESCRIPTION** - Use only if value-added. Keep short!
e.g. \$200M software startup providing Human Resources IT solutions in 10 countries (APAC, EU, NA)
- **YEARS** - Leave off months. e.g. 2005 – 2015; Exception for most recent e.g. 2013 – June 2018

JOB / POSITION

- **TITLE** - Separate roles and include dates.
Optional: Using Functional Titles; Combining similar roles & early jobs

For each role, include both:

- **JOB SCOPE**
- **ACCOMPLISHMENTS**

Experience > 15+ years **Make Ageless & Save Space**

CONSOLIDATE EARLY JOBS

PAGE 2 OF 2

COMPANY NAME HYPERLINK – *Continued*

Market Development, Director – Strategic Business

XXXX – XXXX

Led business unit strategy and built market share in BRIC countries for Grain Processing, Textiles, and Fabric and Home Care; closely collaborating with R&D leadership.

- Created and implemented supply and manufacturing options in China; improved margin \$200M.

Prior Experience includes:

Engineering Technology Director XXXX - XXXX

Engineering Manager XXXX - XXXX

REMOVE EARLY DATES

Prior Experience includes: **Engineering Technology Director; Engineering Manager**

CREATE SEPARATE SECTION

ADDITIONAL EXPERIENCE

MOORE & BROWN CONSULTING, Houston, TX
Engineer

Job Scope + Accomplishments

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Backs up Summary

- Turning around organizations
- Developing IT strategy

JOB SCOPE (paragraph)
Description of Role & Responsibilities
Include #'s for context

PROFESSIONAL EXPERIENCE

COMPANY NAME, Anyplace, Anywhere, 20XX to 20XX

SENIOR VICE PRESIDENT, IT, North America

20XX – 20XX

Led IT organization supporting USA and Canada and acted as main IT contact for 3 North American Senior Leadership groups. Led staff of 55 across 4 locations and managed \$30M budget supporting \$2B+ business.

- Masterminded IT strategy for North America providing direction by defining Vision & Mission, implementation roadmap, and future organizational set-up supporting local market needs and alignment with global IT strategy.
- Reduced IT costs 4.1% versus budget while moving from regional solutions to global standard templates.
- Created single leadership for IT in North America and turned around IT team with recognized team performances and increased employee engagement from low of 56 % to 73% within 1-year; Global IT average: 69%.
- Introduced new tools for capacity planning, backlog overview, KPI monitoring providing transparency of IT measurables and accomplishments to the key stakeholders.

ACCOMPLISHMENTS (bullets)
Proves – Skills, Strengths & Expertise

Accomplishment Notes:

- Up to 2 lines (3 max)
- Aim for 1 per year for recent / relevant
- If 6+, consider alternate formatting

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Accomplishments - Jog your Memory

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Performance REVIEWS



Revisit your WORK CALENDAR



Check in with PAST COLLEAGUES



Brainstorm using ACCOMPLISHMENT QUESTIONS

"Resume Strategies & Guidelines" document

- How have you impacted efficiency? (What?, How much?)
- How have you increased revenue? (What? How much?)
- What difficult problem did you tackle? (Why?)



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Prove Strengths with **C A R** stories

Example:

Responsible for overseeing operations

And...What?

Did you improve operations?
How did you add impact ?

Challenge - the problem/situation

Operational Challenges - cost overruns after merging 2 divisions – \$1M over budget

Action - what you did (the verbs)

Analyzed cost overruns; Identified strategy; Focused team; Gained leadership alignment; Oversaw Implementation & Renegotiations.

Result - outcome, impact, change (use #,\$,%)

Overhauled & aligned vendor strategy reducing # of vendors by 25%; led to \$1.4M savings in 6 months

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Create **YOUR** Message...SHOWCASING:

Strengths & Skills – start with **Actions**

- **Overhauled strategic vendor strategy** that reduced operational costs by \$1.4M within 1st 6-months.

Results – start with **Outcomes**

- **Reduced operational costs \$1.4M** within 1st 6-months, by overhauling strategic vendor strategy.

***ACTION + RESULT = needed, in all accomplishments

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State Clearly

Emphasize your ACTIONS

Eliminate & de-emphasize passive phrases *i.e. Responsible for..., Played Key Role..., Assisted...*

Instead of: **Member of Executive Team** that created new product launch strategy

Use: **Led customer insights analysis** for new product launch, as **Member of Executive Team**

State RESULTS

If result achieved, change: “**to verbs**” to past tense

Instead of: Ran XYZ project **to drive** new revenue

Use: **Ran XYZ project and drove** \$1M in new revenue

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‘Other’ Sections - **ENHANCE** your case!

CERTIFICATIONS & EDUCATION

Certified Public Accountant (CPA), State of Iowa
Master of Science (MS), Accounting, Name of University, Anyplace, Anywhere
Bachelor of Science (BS), Finance, Name of University, Anyplace, Anywhere

CIVIC & BOARD LEADERSHIP

Board Member, PRIORITY ONE, Charlotte, NC - Economic development group working with greater Charlotte Chamber of Commerce
Board Member - Past, CHILDREN'S CARE NETWORK, Champaign, IL
 ▪ Oversaw and negotiated new site and building development

GUIDELINES

Combine or Separate Sections
 based upon # of items & space

Prioritize
 order of sections & within sections

Dates
 generally, leave off

Qualify
 if needed *i.e. past, in process, inactive, formerly held*

Highlight
 relevant Accomplishments and/or significance

SAMPLE SECTIONS:

- Education
- Training
- Certifications
- Patents
- Professional Associations
- Community Leadership & Non-profit
- Military Experience
- Foreign Language Fluency
- Speaking Engagements
- Publications & Papers
- Technology & Tools

Step **1** STRATEGY

Step **2** SUMMARY >> STATING YOUR CASE

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Step **5** NEXT STEPS & BEYOND

Targeted Layouts

Based on Need & Marketing Angle

Want to....?

- Highlight selected positions
- Change career direction

Need to....?

- Break up long list of bullets

New Focus - Consulting & Board positions

GLOBAL LEADERSHIP – DRIVING SUCCESS IN CHINA MARKET

Expedites Entry | Strategic Vision | World Class Operations | Profitable Growth

International executive who spearheads development of integrated China strategies and maximizes growth and profits. Delivers operational support for China facilities and global business units for leading companies in aerospace and wireless telecom sectors. Fluent in English and Mandarin Chinese.

CAREER EXPERTISE

- **President, American Chamber of Commerce, China.** Respected within China and US government and industry organizations. Frequent speaker with expertise in China business, leadership and operational excellence.
- **Drives Manufacturing & Operational Strategies across Complex China & Global Markets.** Leads companies and functional startups across manufacturing, R&D, Lean Six Sigma, and linking Supply Chain strategy with aftermarket infrastructure. Multinational partnerships with Fortune 100 companies.
- **Risk Management & Compliance** - Develops culture of integrity supporting internal controls, FCPA, export controls.
- **Board Member & Consultant** - Delivers strategies for operational excellence, profitable growth, and strong positioning within competitive global markets.

CONSULTING & BOARD LEADERSHIP

COMPANY NAME, Location 20XX – Present
Advises multinational and Chinese companies in growth strategies, global business initiatives, mergers and acquisitions, operational excellence, and leadership team development.

COMPANY NAME, Location 20XX – Present
Global property management services company with branches in Suzhou, Chengdu, Nanjing, Wuxi & Zhenjiang.

Independent Director

Monitors and reviews strategies for sales and profit growth. Advises on talent management and development.

CORPORATE LEADERSHIP

COMPANY NAME, Location 20XX – 20XX
Fortune 100 company providing high-technology products / services to aerospace and building systems industries.

President, China Programs

Directed Aerospace Systems (AAS) executive interface within China and supported business development across all AAS business units during the acquisition and integration of China operations.

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Highlighting Selected Accomplishments

MARKETING EXECUTIVE

Transforms Business with Technology | Product | Brand Management

Insights-based marketing leader with rich understanding of product and brand management applying innovative targeted marketing to grow sales. Passion for “moving the needle,” bringing consumer insights into decision-making, and growing teams with collaboration, skills and confidence. Leads with deep knowledge and experience in:

- **Product Development:** Championed global product management, brought 2500+ branded and private label products to market, and managed product lifecycle and innovation pipeline for \$1.5B sales.
- **Director Merchandising:** Led category assortment, line positioning and supplier negotiations.
- **Marketing Management:** Directed department supporting \$500+M online, retail, wholesale, and direct sales channels, priced and promoted products for B2B and B2C, and built consumer loyalty for brands.
- **Business Transformation Leveraging Technology:** Led business and cultural transformation in new products and services, software development, digital content, online selling and social media marketing.

EXPERIENCE

COMPANY NAME, Anytown, Anywhere 20XX – 20XX
\$5B Wholesaler of Office Products, Fortune 500

Director, Marketing - Research, Analytics & Sustainability

20XX – 20XX

Led market intelligence, consumer research and analytics for marketing and business strategy. Brought consumer and market data from social media through business financials into marketing materials and campaigns, products, and corporate initiatives such as value proposition development, corporate rebranding and sales transformation. Spokesperson in industry for consumer insights, and CSR / sustainability.

- Achieved sales improvement and savings of \$1M across 5 years by tracking 100+ marketing programs, compared to performance benchmarks and impacted product and marketing strategies.
- Developed tool for independent resellers determining market share and share-of-wallet, to focus their selling on opportunities. Supported by powerful marketing, independent reseller share gained \$3B in 2 years.

Using Categories: for emphasis *and/or* breaking-up bullets

PROFESSIONAL EXPERIENCE

COMPANY INC., Location

20XX – 20XX

Chief Financial Officer (CFO) & Strategic Operations Leader

Established general accounting functions and financial reporting of new unit, driving operational and profitability improvements. Ensured integrity and compliance of accounting systems and financial statements. Oversaw integration of Finance function into daily operations.

Improving Processes

- Maximized net profit potential through strategic planning and development of new billing and financial reporting systems, as Financial Excellence committee Leader. Hand-selected for role.
- Developed business performance reporting tool allowing unit-wide senior leaders to easily evaluate monthly results against key profitability indicators; collaborated across Senior Leadership Team.
- Championed formal planning process targeting key due dates for operational reports. Gained leadership team's buy-in of plan and established intrinsic accountability.

Managing Assets

- Led organization-wide initiative building high performance culture and landed company on "100 Best Companies" list (*Working Mother* magazine) recognizing 'Best in Class' flexible working options.
- Designed Incentive Compensation program by partnering with HR resulting in pay-for-performance process highly-valued as primary motivational and retention tool.

Increasing Cash Flow

- Reduced telecommunication costs 50% by overseeing rollout of new technologies; worked closely with corporate and local IT ensuring smooth implementation.
- Saved \$100K interest, annually, by improving billing and collection processes, and reduced operating capital requirements 10%.

Highlighting Accomplishments & Backing up Expertise

GLOBAL SUPPLY CHAIN MANAGEMENT EXECUTIVE

Passion for Transforming Supply Chains to Enable Growth & Expansion

Leader who delivers exceptional operational results through strategic planning and focused execution. Builds and empowers high-performing teams. Tackles new and complex challenges and drives continuous improvement. Thinks and collaborates cross-functionally throughout wholesale, retail, and e-commerce environments. Bilingual-German.

Expertise includes:

- Strategic & Financial Planning
- Demand Planning & Procurement
- Supply Planning & Vendor Management
- Warehousing & Distribution
- Change Management
- Process Re-Engineering
- Performance Management
- Decreasing Costs & Increasing Efficiency

EXPERIENCE

COMPANY, Location, 20XX – 20XX

SENIOR VICE PRESIDENT, IT, North America

20XX – 20XX

Led IT organization supporting USA and Canada and acted as main IT contact for 3 North American Senior Leadership groups. Led staff of 55 in 4 different locations and responsible for budget of \$30M supporting business of over \$2B.

- **Strategic Planning:** Created and implemented IT strategy for North America providing direction by defining Vision & Mission, implementation roadmap, and future organizational set-up supporting local market needs and alignment with global IT strategy.
- **Change Management:** Introduced organizational changes which led to improved service to 3 businesses and aligned organization with global IT structure.
- **Employee Engagement:** Created single leadership for IT in North America and increased employee engagement from 56% to 73% from 2009 to 2010 (global average 69%).
- **Process Re-Engineering:** Introduced new tools for capacity planning, backlog overview, KPI monitoring providing transparency of IT measurables and accomplishments to key stakeholders.
- **Performance Management:** Created and improved IT processes including steering boards and change request approval processes; led to clearer accountability, improved transparency, and improved performance.
- **Reduced IT costs 4.1%** vs. budget while moving from regional solutions to global standard templates.

Step **1** STRATEGY

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BEYOND the Resume

CARRY FORWARD YOUR BRANDING & MESSAGING...



- LinkedIn Profile



- 30 Second Commercial & "Tell Me About Yourself"



- Cover Letters

- Networking Brief



- Email Signature Block

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LinkedIn Profile....connect the dots

Matthew Chan, CPA • 1st

Finance Exec ► Strategic Partner & CPA, Drive Financial Health & Growth thru Reporting, Alignment, & Proactive Analysis

Grow Financially Strong Organizations w/ Strategic FP&A, M&A Due Diligence, Inspired Lead...

Kansas City, Kansas • 500+

Financial Executive & CPA with proven success leading organizations to financial health and sustained profitability. Strategic partner and dedicated leader with strong expertise in financial planning, modeling and alignment. Known for developing strategic partnerships with functional leaders to effectively bridge the gap between operational decisions and financial targets.

► **FINANCIAL PLANNING & ANALYSIS:** Developed and implemented financial measurements and metrics enhancing management decision-making and timeliness. Re-engineered all key financial processes, including business planning, reporting, new business opportunity pricing, payables, receivables, and credit/collection practices

► **MERGERS & ACQUISITIONS:** Led \$10M acquisition of key strategic business as part of teaming alliance with global corporation, planned, organized and executed financial due diligence, negotiated teaming alliance contract and asset purchase agreement, and led financial integration activities including all third party agreements.

► **BUSINESS METRICS DESIGN AND IMPLEMENTATION:** Invented industry first "Total Cost of Ownership" model used with potential clients to reveal impact of offer on financials. Fostered superior customer satisfaction as member of Customer Governance Boards that oversaw contract performance, reflected in 90% customer retention rate.

Key Competencies:

- Financial Planning & Analysis (FP&A)
- Forecasting & Reporting
- CPA & MBA
- Team Leadership: Engagement, Mentorship, Retention
- Business Metrics Design & Implementation
- Mergers & Acquisitions Due Diligence (M&A)
- Strategic Planning

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RightEverywhere.com:

1. Webinars: > *Learning Center*

- Introduction to LinkedIn
- Advanced LinkedIn
- Exec: Digital Media Strategies

2. Guides: > *Resources* >

- (search for) LinkedIn

Consistent Branding

Executive: Resume Development

Email Signature

ELIZABETH THOMPSON
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Deliver Double-Digit Revenue Growth
& Catalyst for Transformation

www.linkedin.com/in/elizabeththompson

Business Cards



RightEverywhere.com:

1. Webinars: > *Learning Center*

- Exec: Personal Branding

2. Guides & Recording: > *Resources* >

- (search for) Personal Branding

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Networking Brief...

RightEverywhere.com:

1. Webinar: > *Learning Center*
 - Exec: Search Strategy & Networking"
2. Samples: > *Resources*
 - (search for) Networking Brief

Harry Smith

MULTI-LINGUAL COO:

TURN-AROUND OPERATIONS | PREPARE COMPANIES FOR HYPER-GROWTH | EXPLODE PROFITS

Create game-changing operational and financial performance by leveraging deep experience transforming early and mid-stage companies launching never-before-seen technology and products.

RECENT EXPERIENCE

- COO / CFO, NAME OF COMPANY
- COO / CFO, NAME OF COMPANY
- CFO, NAME OF COMPANY

TARGET COMPANY CHALLENGES

- In the technology and services space
- Facing unprecedented growth
- Margin growth limited by operational inefficiencies

CREATE VALUE BY

- Driving game-changing operational and financial performance
- Transform early and mid-stage companies
- Launch never-before-seen technology and products
- Define product and service market potential by identifying trends
- Raise capital while increasing cash flow
- Drive strategic vision to execute at a tactical level

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Executive: Resume Development

Executive Topics & Resources

RightEverywhere.com:

DOCUMENTS & GUIDES (> Resources tab > Executive Resources)

- ✓ Executive Resume Samples
- ✓ Overused Resume Words
- ✓ Networking Brief

WEBINARS (> Learning Center)

- ✓ Exec: Personal Branding
- ✓ Exec: Resume Development
- ✓ Exec: Search Strategy & Networking
- ✓ Advanced Linked
- ✓ Exec: Digital Media Strategy
- ✓ Exec: Interviewing Strategies
- ✓ Exec: Compensation & Negotiation Strategies
- ✓ Exec: New Role Success & Onboarding Strategies

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Executive Resources on **RightEverywhere.com:**

Executive

Most recent executive resources

- » MVP Portfolio Template
- » MVP Portfolio Resource Guide
- » Exec Resume Development
- » Exec Personal Branding

[VIEW ALL RESOURCES](#)

MVP Portfolio Resource Guide
Step-by-step instructions for what a MVP portfolio is, how to create it, and how to use it.
★★★★☆ [DOCUMENT](#)

Exec: Learning Series Recording Collection
Collection of 28 Exec Learning Series Recordings
★★★★☆ [DOCUMENT](#)

Bio: Template & Samples
★★★★☆ [DOCUMENT](#)

Executive: Resume Development

Next Steps

- ✓ **Clarify - Target Market**
 - Summary - Align & use keywords
- ✓ **Resume Editing Tests**
 - Summary
 - Accomplishments
 - Message Supported - Accomplishments back-up Summary
- ✓ **Review Resume with Consultant**

Presenting Your Value in a way that's... Clear | Concise | Compelling

➤ **Best ideas you gained today?**

Thank you!



Addendum: Resume Test Editing

Test your Resume Effectiveness

Can you answer “YES” to the following???

1. **Summary** - contains all 3 key elements?
2. **Accomplishments** - expressed in Actions & Results?
3. **Linked Statements** – is each summary component, backed up by Accomplishments?

Resume Edit: Test #1

Check Summary for 3 Key Elements

Soft Skills

How you operate + strengths/expertise

Branding Statement

Who you are + Impact

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VISIONARY OPERATIONS LEADER

Exceed revenue & cost savings targets | Improve operational service & delivery

Collaborative problem solver who uses financial modeling, process improvement, project management and training strengths to turnaround troubled operations.

Expert in identifying root cause of issues and translating complex processes into clear, understandable and actionable steps. Enthusiastic leader who consistently meets commitments with integrity. Expertise in:

- Organization Design & Build
- International Sourcing & Procurement
- Low Cost Region Development
- Strategic & Operational Planning
- Service Delivery
- Profit & Loss Management

Hard Skills

Function Specific

STEPS:

1. Include any missing element.
2. Use 'Key Words Exercise' to align hard skills.

Resume Edit: Test #2

For each Accomplishment include: Your Actions + Result

PROFESSIONAL EXPERIENCE

NEWNAME CORPORATION (previously OLDNAME INC), Anytown, Anywhere

Senior Manager, Installation Services

Managed \$80M revenue plan and supported 400+ associates. Delivered 1,300 installations per week and provided cable and rigging services to retail and financial industries. Low cost regional subject matter expert. Integration Lead for new acquisitions.

- Reduced premiums 40% and drove \$200K savings by creating and implementing international self-service model that secured vendor resources.
- Developed and implemented supply chain improvement plan, trained teams and standardized deployment procedures. (So what?)
- Achieved 78% improvement over deployment center profit plan. (How?)

Senior Project Manager, Global Business Projects Group 20XX – 20XX

Led planning process, delivery and implementation of new APIs, digital data-feed, and open-systems integration for products of recently acquired business.

- Guided US team of 45 business and technical professionals toward complex acquisition. Met target deliverables for integration of all functions while reducing Finance and Human Resources staff 15%.

Highlight Results in GREEN

Highlight Actions in YELLOW

STEPS:

1) If GREEN missing, add: SO WHAT?

2) If YELLOW missing, add: HOW?

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Resume Edit: Test #3

EVERY component of Summary is BACKED UP by an Accomplishment



VISIONARY OPERATIONS LEADER

Exceed Revenue & Cost Savings Targets (1) | Improve Operational Service & Delivery (2)

Collaborative problem solver (3) who uses financial modeling (4), process improvement (5), project management (6) and training (7) strengths to turnaround troubled operations (8).

Expert in identifying root cause of issues and translating complex processes into clear, understandable and actionable steps (9). Enthusiastic leader who consistently meets commitments with integrity. Expertise in:

- Organization Design & Build (10)
- Low Cost Region Development (13)
- International Sourcing & Procurement (11)
- Service Delivery (14)
- Strategic & Operational Planning (12)
- Profit & Loss Management (15)

In Summary, number each component (1, 2, 3...)

Link

PROFESSIONAL EXPERIENCE

NEWNAME CORPORATION (previously OLDNAME INC), Anytown, Anywhere

Senior Manager, Installation Services

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- Reduced premiums 40% and drove \$200K savings by creating and implementing international self-service model that secured vendor resources. (1, 2, 3, 10, 11, 14)
- Developed and implemented supply chain improvement plan, trained teams and standardized deployment procedures. (2, 3, 5, 14)
- Achieved 78% improvement over deployment center profit plan. (1, 4, 12, 13, 15)

In Accomplishments, identify components supported

STEPS:

- Accomplishments – Add or edit statement(s), so each Summary component is backed up
- Summary – capture any missing components, already supported by Accomplishments.

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