

Professional Summary

Results-driven Business Development Executive with 25+ years of experience driving strategic growth, building brand equity, and delivering measurable revenue results in highly competitive B2B and B2C markets. Proven track record of success in national and global markets, with expertise in marketing communications, competitive analysis, and leadership.

Professional Experience

Senior Vice President, Business Development (BD10)

Inazuma.co | January 2020 - Present

Vice President, Business Development (BD8)

OmniCorp Inc. | June 2015 - December 2019

Key Achievements:

- Spearheaded a 30% increase in revenue through strategic partnerships and market expansion
- Developed and executed a global marketing strategy, resulting in a 25% boost in brand recognition

Responsibilities:

- Led business development teams in identifying and pursuing new opportunities
- Collaborated with cross-functional teams to launch new products and services

Director, Marketing Strategy

Pinnacle Marketing Agency | March 2010 - May 2015

Key Achievements:

- Designed and implemented a marketing strategy that increased client acquisition by 40%
- Managed a team of marketing professionals, providing guidance and mentorship

Responsibilities:

- Developed and executed multi-channel marketing campaigns
- Conducted market research and analyzed competitor activity

Marketing Manager

NovaTech Ventures | January 2005 - February 2010

Key Achievements:

- Successfully launched three new products, resulting in a 20% increase in sales
- Built and maintained relationships with key stakeholders and partners

Responsibilities:

- Created and executed marketing plans for new product launches
- Collaborated with sales teams to develop targeted marketing materials

Marketing Coordinator

Apex Marketing Firm | June 2000 - December 2004

Key Achievements:

- Assisted in the development of a marketing strategy that increased website traffic by 50%
- Coordinated trade show appearances and product demonstrations

Responsibilities:

- Supported the marketing team in campaign execution and data analysis
- Maintained marketing materials and updated the company website

Education

Bachelor of Science in Marketing

University of Pennsylvania

Technical Skills

Business Development:

- Business Strategy
- Strategic Planning
- Entrepreneurship
- Product Development
- Market Planning

Marketing:

- Marketing Communications
- Marketing Management
- Competitive Analysis
- Brand Management
- B2B Marketing

Digital Skills:

- Web Strategy
- Digital Marketing
- Online Course Creation

Language Skills:

- English (Fluent)
- French (Fluent)

Software Skills:

- CRM (Customer Relationship Management)
- Microsoft Office Suite