

Michael Olson

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Objective

To continue my academic education and gain admittance to the University of Iowa's Professional MBA Program.

Professional Experience

PROLIANT BIOLOGICALS (SALES & MARKETING MANAGER) JAN 2019 - PRESENT

- ♦ Leading a global sales team
 - Entrusted to deliver 15-20% year-over-year total sales growth
 - Tasked with managing team members that are both older & younger than myself
- ♦ Directing corporate marketing initiatives
 - Providing the vision and direction for the corporate brand and its marketing activities
- ♦ Initiated & Implementing the first corporate training program in the company's 19 year existence
 - Developing training and career development tools for the entirety company
- ♦ Key member of corporate "New Product Development & Leadership Team"
 - Tasked with business/product development & providing a five year corporate plan

PROLIANT BIOLOGICALS (TECHNICAL SALES ASSOCIATE) APRIL 2016 – JAN 2019

- ♦ Worked directly with new and existing diagnostic, biopharmaceutical and vaccine clients to source key reagents for the manufacture of Life Science products
 - Including a number of Fortune 100 & 500 companies
 - Total annual sales increase of 17% from '17 to '18
- ♦ Collaborated with and supported international clients in over a dozen countries around the world
 - Extensive global travel and direct international business development experience
- ♦ Designed & executed annual marketing plans including, online marketing campaigns, print publications and sponsored industry events

PROLIANT BIOLOGICALS (MARKETING SPECIALIST) JAN 2015 - APRIL 2016

- ♦ Created & developed all marketing materials, implemented an SEO strategy and establish online advertising campaigns
- ♦ Developed and launched an entirely new website & increased online lead generation

Education

IOWA STATE UNIVERSITY – Ames, IA

Graduated in December of 2014 with three distinct degrees:

- ♦ Bachelor of Science – Management (Business)
- ♦ Bachelor of Science – Marketing (Business)
- ♦ Bachelor of Science – Environmental Studies

Additional Experiences

UNIVERSITY OF OTAGO (NEW ZEALAND) – Semester abroad; Fall 2013

- ♦ Studying abroad was a great introduction to understanding the opportunities & intricacies that are present around the world. It served as a launching point for my interest in international business.

EXTRACURRICULAR / VOLUNTEER EXPERIENCES:

- ♦ The National Society of Leadership and Success
- ♦ Meals From The Heartland Volunteer