John Peterson

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Professional Summary

Experienced Sales Director with over 20 years in international sales and business development, complemented by an earlier background in scientific research. Strong analytical mindset combined with proven leadership and cross-cultural communication skills. Adept at leveraging data-driven strategies to increase sales performance and build long-term client relationships. Fluent in English, German, and Spanish.

Professional Experience

Sales Director
GlobalTech Solutions Ltd, London, UK
January 2010 – Present

- Lead a team of 25 sales professionals across EMEA markets, achieving an average annual growth rate of 12%.

- Developed strategic partnerships resulting in a 35% increase in recurring revenue.

- Implemented CRM analytics using R and Excel to identify key performance trends and improve customer segmentation.

- Conducted international negotiations with clients in Germany, Spain, and Switzerland.

- Oversaw digital transformation of sales operations, including training programs and KPI dashboards.

Regional Sales Manager
InnovateX Europe Ltd, London, UK
June 2005 – December 2009

- Managed sales territories across Central and Eastern Europe.

- Increased market share by 18% within two years.

- Introduced a customer feedback system that improved client retention by 10%.

Research Scientist (Data Analysis & Market Studies)
Cambridge Research Institute, Cambridge, UK
January 2000 – May 2005

- Conducted data-driven research projects in behavioural science and consumer decision-making.

- Published three peer-reviewed papers on statistical analysis and predictive modelling.

- Used R for statistical modelling and data visualization.

Education

MSc in Economics and Business Analytics
University College London (UCL), 1999

BSc in Applied Mathematics
University of Manchester, 1997

Skills

Technical Skills: R Programming, Microsoft Excel & Power BI, CRM Systems (Salesforce, HubSpot), Data-driven sales forecasting

Languages: English (Native), German (Fluent), Spanish (Fluent)

Soft Skills: Strategic Thinking, Leadership, Negotiation, Cross-cultural Competence

Certifications

- Certified Sales Leader (CSL) – Sales Management Association, 2021
- Data Analytics for Business – Coursera, 2019

Interests

Traveling, mentoring young professionals, cycling, and modern European history.