

LARS ANDERSEN

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EXECUTIVE SUMMARY

Senior sales leader with 13+ years of experience driving digital transformation and business growth. Proven track record of leading high-performance teams, implementing strategic initiatives, and delivering solutions that generate measurable ROI across global markets.

CORE COMPETENCIES

Strategic Leadership	Team Management	Digital Transformation
B2B Sales	Lead Generation	Process Optimization
Stakeholder Management	P&L Responsibility	Change Management

PROFESSIONAL EXPERIENCE

Regional Sales Manager

SmartSolutions Inc | 2011 - Present

- Spearheaded enterprise-wide sales transformation initiatives impacting 1483+ employees
- Delivered \$5M+ in annual revenue growth through strategic b2b sales implementations
- Built and led global teams of 24 professionals across 3 countries
- Reduced operational costs by 21% while improving service quality and customer satisfaction

EDUCATION & CERTIFICATIONS

Master of Business Administration | Ludwig Maximilian University | 2009

Bachelor of Science in Economics | Ludwig Maximilian University | 2007

Professional Certifications:

- Salesforce Certified Administrator