UNIVERSITY of VIRGINIA
DARDEN SCHOOL OF BUSINESS

# *SAMPLE SUMMARIES*

## OPERATIONS EXECUTIVE

*Success creating operational vision/execution plans in turnaround and high-growth companies.*

Business transformation leader with a proven track record of delivering multi-million dollar benefits through end to end operational improvements. Deep experience working with $1-$3B consumer products and manufacturing companies as well as global pharmaceuticals. Ability to deliver rapid strategic assessments and value-driven implementation plans. Focused skills in capacity planning and optimization, inventory management, warehouse operations, procurement and customer services operations. Works collaboratively with functional leaders and their teams to gain early buy-in and ensure best solutions.

---

## CONSUMER MARKETING EXECUTIVE

Accomplished marketing leader with 12 years experience in the packaged goods, retail, and hospitality industries. Strong record of developing impactful marketing plans across a portfolio of brands, expanding underdeveloped markets, and building consumer loyalty at both Fortune 500 and smaller companies. Recognized for a collaborative approach that brings core business functions to a shared vision and maximizes brand image, customer experience, and financial results. A team builder with strong P&L and general management skills.

Professional strengths and abilities include:

- Strategic & Tactical Planning
- Marketing Mix Optimization
- Market Research & Data Mining
- P&L Management
- Customer Acquisition & Retention
- Loyalty Programs
- Customer Experience
- Ecommerce & websites
- Search engine advertising

---

## Finance General Manager

Finance and planning executive with extensive experience managing financial, planning, budgeting and administrative functions in various industries. Demonstrated ability to create and implement innovative solutions to drive results. A team leader providing motivation, training and support by example. Effective combination of analytical, organizational and interpersonal skills.

### AREAS OF STRENGTH

- Strategic Business & Financial Planning
- Forecasting & Modeling
- Budget Preparation & Implementation
- Coordination of Information Systems
- Accounting & Administration
- Financial Analysis & Performance
- Internal Controls & Cash Management
- Multi-Site Operations Management
- Mergers, Acquisitions & Divestitures Analysis
- Leases, Licensing and Trademark

---

This document was prepared by the Armstrong Center for Alumni Career Services. Copyright © 2011 by the University of Virginia Darden School Foundation, Charlottesville, VA. All rights reserved. No part of this publication may be reproduced without the permission of the Darden School Foundation.

## Strategic Business Development Executive

### Franchise Experience / Consulting / Corporate Finance / Entrepreneur

Experienced in building strategic multi-party alliances to accelerate revenue growth, reduce costs and create value. Combined financial and operations experience with transactional negotiations and deal-structuring qualifications. Uniquely skilled in the tactical implementation and integration of business processes. Demonstrated leader and trusted advisor to business owners and executives. Outstanding analytical and communication skills. Fluent in Spanish.

| | | |
|---|---|---|
| Franchise Experience | Strategic Alliances | Co-Marketing & Co-Branding |
| Corporate Finance | Big 4 Consulting | Commercial Lending |
| M&A and Licensing | Debt & Equity Financing | Workouts/Restructurings |

---

## SENIOR BUSINESS DEVELOPMENT MANAGER

**Strategic Business development professional** with extensive experience in designing new products and delivering dynamic revenue growth for both emerging and established companies. Demonstrated business leadership and strategic marketing capabilities with full P&L responsibilities. Proven strategic planning, financial modeling and project management skills. Expertise in evaluating market entry strategies and forging new partnerships, alliances and ventures.

---

## *HEALTHCARE COMMERCIAL EXECUTIVE*

Accomplished healthcare industry expert with 25+ years of experience in commercial operations with branded prescription pharmaceuticals and medical devices, in both US and international markets. Proven record of achievement in:

- Launching, and growing, key branded products
- Building commercial organizations and infrastructure
- Recruiting and developing top talent
- Maximizing product growth through impactful and innovative marketing initiatives
- Achieving financial objectives

Broad range of therapeutic area experience with both Fortune 500 and smaller companies. Consistent success through application of core competencies and expertise in branded marketing (professional and DTC/DTP), new product development and launches, product portfolio management, strategic planning, lifecycle management, pricing and reimbursement, channel and distribution, and business development/alliance management, all with a team-oriented leadership approach.

## TRANSFORMATIONAL OPERATIONS EXECUTIVE

Enterprising Operations leader with expertise managing financial services and transforming domestic and international service operations. Analyzes operations and seizes opportunities to enhance productivity and improve customer experience, enabling greater levels of organizational success. Proven ability to inspire colleagues to excel in carrying out initiatives. A results-oriented problem solver who implements long-term solutions, creating enduring value and profitability.

Recognized for:

- Process Improvement
- Cultural Change
- Strategic Planning
- Risk Management & Governance
- Customer Service
- Customer Experience
- Global Supplier Management
- Technology Transformation
- Fraud Prevention
- Back-Office Operations

---

## BUSINESS LEADER AND CLIENT PARTNER INFORMATION TECHNOLOGY SERVICES

Twenty-four year industry expert with deep experience in defining, selling and leading complex systems integration projects, application outsourcing contracts and management consulting engagements. Domain expertise includes ERP (SAP & Oracle), IT Strategy/Shared Services, Supply Chain Management and Business Intelligence. Demonstrated track record in establishing trusted advisor relationships with C-level executives and expanding 'share of wallet'. Specializes in serving clients in the Consumer Goods/Services industry. Adept at recruiting, hiring and managing top sales talent and account leaders. Collaborative, enthusiastic and highly professional.

**KEY STRENGTHS:**

- Sales Force and P&L Management
- Trusted Advisor to Client Executives
- Account Expansion
- Market Strategy and Account Strategy Development
- Diversity of Industry & Solution Expertise
- Analytical Problem Solving

---

### Marketing and Sales Management Professional

Passionate, goal-oriented sales and management professional with over fifteen years experience in the Power and Action Sports industries. Demonstrated track record of exceeding sales objectives and driving revenue growth. Deep knowledge of sales plan development, brand building, sales force administration, retail operations, and distribution chain management. Ability to build strong vendor relationships, manage multiple concurrent projects, and adapt to changing to market conditions.

## *EARLY CAREER EXAMPLES*

---

MBA graduate with a unique blend of operations knowledge, engineering/analytical skills, and hands-on management experience. Proven success in quickly utilizing new data analysis tools and proprietary databases. Ability to establish credibility with stakeholders and institute change across multiple tiers of an organization. Organizes ambiguous projects to define high impact deliverables and meet tight deadlines. Extremely detail oriented with a strong ability to identify and leverage improvement opportunities in complex situations.

---

Experienced Financial Analyst with strategic orientation and ability to evaluate business opportunities. Proven record of achievement in financial analysis and research and highly organized project management. Self motivated and detail oriented individual able to work well both independently and as a team member. University of Virginia Darden MBA.

---

Marketing professional with extensive experience building brands for both Fortune 500 and emerging companies. Skilled in all aspects of marketing and business plans, from market analysis, strategic planning and development through implementation and evaluation. Regarded as an entrepreneurial, creative and results oriented leader.

---

Business/Financial Analyst with six years experience in business development, mergers and acquisitions, business strategy, market/competitive analysis and general management. Searching for career position with aggressive, growth-oriented, entrepreneurial organization.

---

Marketing and Financial professional with deep modeling and market analysis skills, transaction execution experience, superior client relationship skills, and broad team and project management capabilities.

---

Business Development professional with experience building business opportunities, positioning product alternatives, analyzing financials, managing teams, and negotiating solutions to strategically expand business throughout various markets.

---

Financial professional with experience in all aspects of commercial real estate finance including structuring and negotiating financing transactions, banking relationship management and accounting.

---

Investment banker and M&A specialist with outstanding ability for evaluating business opportunities. Possesses an exceptional combination of financial and technical skills as well as client relationship and portfolio management expertise as a private wealth manager. Strategic thinker with creative, entrepreneurial spirit.