

Jayne E. Rollins

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Business Development/Strategy

Experienced professional with expertise driving revenue growth in Latin America, Asia and the US. Over 10 years experience developing innovative sales strategies, analyzing business markets and managing high-profile client relationships. In depth knowledge of sales partnerships, channel development and joint product marketing in Latin America. Built global teams that have brought several new products to market and generated over \$45M in corporate revenues. Core competencies include:

- Market Strategy
- Brand Management
- Strategic Planning
- Business Analysis
- Partnership Negotiations
- Vendor Management

EXPERIENCE

Alliance Corporation, San Jose, CA 2010-Present

Director of Business Development, Latin America

Oversee the development of Latin America sales for a multi-million dollar enterprise software technology product.

- Grew sales from \$3M to \$11M in two years, through the expansion of sales channels and development of innovative web marketing strategies.
- Established global partnerships with 5 companies; negotiated contracts and oversaw regulatory affairs.
- Acquired two high-profile accounts, generating \$1.4M in new business, through strategic marketing efforts, market analysis and competitor analysis.
- Improved international product delivery by 3 weeks; streamlined e-commerce purchasing processes.

HGI International, San Francisco, CA 2007-2010

Senior Manager, Business Development

Managed a global team of 45 employees, including sales and marketing.

- Established international sales processes and managed teams in Asia, Latin America, Europe and the US.
- Team landed 75 new accounts in six months. Executed a new account development strategy.
- Exceeded quarterly sales targets consistently, resulting in several management awards.
- Reduced costs by \$33M annually by leading efforts to off-shore and streamline sales service. Reorganized divisions and established remote business function within one year.

Global Enterprise Inc., San Francisco, CA 2003-2005

Business Development Manager

Led software sales team in the launch of 7 products within 3 years.

- Increased annual revenue by 20%, through co-marketing strategy. Managed two high-visibility vendors.
- Provided strategic leadership and partnership with manufacturing to improve consistency of product release dates.
- Reduced \$500K in sales expenses by leveraging third party vendor relationships.

EDUCATION

Stanford Graduate School of Business, MBA, 2007

University of California, Davis, MS and BS, Electrical Engineering, 2003

ADDITIONAL

Fluent in Spanish

Chairperson, Speaker Committee – Women in Engineering (WIE)