

# JOSEPH P. FICTION

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## SALES & MARKETING EXECUTIVE

- Top performing sales and marketing executive offering an impressive 17-year background in national and international technology sales. Extensive experience in global sales strategies and cross-cultural business environments. Provide comprehensive direction and leadership in highly competitive markets. Fluent in French, German, and Japanese.
- Produce business strategies that clearly define product advantages, sales initiatives, and forecasted performance, and develop highly qualified sales and marketing teams. Cultivate long-term client commitments in competitive markets.

### AREAS OF EXPERTISE

- Tech Sales & Marketing Operations
- Risk Mitigation & Strategic Solutions
- Revenue & Profit Growth Strategies
- Key Brand Building & Market Share
- C-Level Presentations & Acquisitions
- New Business & Market Penetration

## PROFESSIONAL EXPERIENCE

### Top Company, Incorporated, Any City, Any State

Leading developer and distributor of cutting-edge technology solutions aimed at improving business performance and productivity.

#### EXECUTIVE VICE PRESIDENT; INTERNATIONAL SALES

**2009 - Present**

- Drive international sales operations generating \$28B in annual revenue and employing an elite group of 124 top sales executives and representatives managing companies top-tier client base.
- Guide corporate strategies in the development and execution of infrastructures throughout Asia and Europe, including sales, marketing, research & development, engineering, distribution, finance, and relationship building efforts.

#### Selected Achievements

- Developed sales and marketing plan in support of an investor-managed \$10M sales initiative.
- Increased revenues by \$5M within 17 months by establishing profitable OEM and international distribution channels.
- Negotiated vendor contracts for best price options, and pinpointed and removed gratuitous cost factors.
- Maximized sales and revenue growth, penetrated competitive markets, and identified new business opportunities.
- Company is currently recognized as the #1 tech leader in the industry, up from the 24th position.

*"Hands down, Joseph Fiction is one of the best sales leaders in the industry. He took an underperforming global division and turned it into a revenue producing powerhouse; catching the attention of the entire industry and winning Top Co. accounts with some of the most lucrative businesses and Fortune 50 companies in our target segment. A pure winner."*

– John Doesitall, President, Top Company, Inc.

### DEF Corporation, Any City, Any State

Manufacturer and distributor of cogs and sprogs serving the automobile industry on a global scale.

#### VICE PRESIDENT OF SALES & MARKETING

**2006 - 2008**

- Brought on board to resuscitate a failing national sales division and expand sale operations in a wider global market.
- Rejuvenated sales, marketing and business processes, enterprise-wide, and resolved international logistics and U.S. Customs issues. Cultivated strategic partnerships with leading vendors, dealers and sales channels.
- Prepared annual updates to marketing policy and contributed to annual fiscal plans.
- Negotiated contract terms and provided consultation to information providers in all principal decisions. Reviewed current contracts to determine deficiencies, loopholes, modifications, renewals, and terminations, as situations dictated.
- Recruited, trained, and retained a team of top-caliber sales professionals and marketing executives.

#### Selected Achievements

- Generated \$2.7M in target market in less than 2 months, with over \$2B forecasted in new business contracts.
- Designed and executed tactical sales and marketing solutions to support a \$2.5M strategic partnership.

### GHI Company, Any City, Any State

American multinational corporation. Major designer and seller of consumer electronics, computer software, and personal computers.

#### DIRECTOR OF INTERNATIONAL SALES & MARKETING

**2002 - 2006**

- Conducted bottom-up reorganization of international sales in preparation of a major new product release.
- Identified and recruited top-tier industry talent, and groomed management professionals for key executive positions.
- Implemented a first-of-its-kind international distribution training program for Asian and European distributors, generating a solid interest in company product in overseas markets, with a \$2.5M marketing budget.
- Instituted a system of team leads to organize, operate, and mentor production team. Team leads were established in sales, marketing, product development, customer support, and product engineering.

#### Selected Achievements

- Developed and executed an innovative marketing plan that generated a 78% growth in the first 14 months.
- Expanded interests in overseas markets; moving product position from #24 to #2 in less than a year.
- Bolstered sales and marketing efforts to produce a 45% increase in prospects through the launch of two new products through strategic partnerships, national and international marketing campaigns, and major trade show unveilings.

**JKL Incorporated**, Any City, Any State

Global wholesale provider of technology products and supply chain services.

EXECUTIVE MANAGER – IMPORT/EXPORT MERCHANDISING

1998 - 2001

- Managed company's largest revenue producing business unit, with over \$24M in annual sales. Supervised an elite team of 4 division directors, 3 regional managers, and 125 top sales representatives. Coordinated marketing activities.
- Negotiated with U.S. and international companies to create strategic export programs that succeeded in surpassing all sales targets, while ensuring the highest standards of service and quality were continuously maintained.

**Selected Achievements**

- Received national recognition for achieving 400% of shipped unit business plan.
- Identified new import product opportunities and evaluated domestic buying offices, reducing costs by over 40%.
- Researched and designed a new advertising program that utilized \$250K of co-op advertising, successfully increasing sales and market penetration of suppliers in the \$2M to \$4M range.
- Saved \$350K in operating costs via development and implementation of an automated system to track, evaluate, and reduce product deficits.

**MNO Inc.**, Any City, Any State

American multinational corporation. Major designer and seller of consumer electronics, computer software, and personal computers.

MANAGER; SALES &amp; RISK MANAGEMENT

1995 - 1997

- Successfully positioned company to emerge from bankruptcy through product and market diversification, creation of precise reporting structures, and development of risk analysis procedures in both marketing and merchandising.
- Led formulation of franchise and distributor agreements and negotiated key contracts.
- Led a professional team of 138 sales executives in eight countries.

**Selected Achievements**

- Introduced a strategic merchandising plan that met the unique needs of a high-level corporate account wanting to target a specific market niche; increasing account's national sales by more than \$3.4M in just over 6 months.

## EDUCATION

**University of Import**, City, State

2008

- MASTER OF BUSINESS ADMINISTRATION (MBA) ■ EMPHASIS IN MARKETING

**Coursework:** Marketing; Financial Reporting & Control; Leadership & Organizational Behavior; Technology & Operations Management; Business, Government, & the International Economy; Strategy, Leadership & Corporate Accountability**State University**, City, State

1995

- BACHELOR OF SCIENCE ■ BUSINESS MANAGEMENT & MARKETING

**Coursework:** Marketing; Operations Management; Management & Organizational Behavior; Finance; Law/Social Issues in Business; Strategic Management; Operations Analysis; Quality Management; Decision Support Systems for Operations

## INDUSTRY ASSOCIATIONS

- SALES & MARKETING EXECUTIVES INTERNATIONAL (SMEI)
- AMERICAN MANAGEMENT ASSOCIATION (AMA)

## KEYWORDS

Executive, Manager, Corporate, Business, Technology, Software, International, Global, Sales, Operations, Vice President, Marketing, National, OEM, Distribution, Product, Development, Research, Logistics, Strategic, Channel, Market, P&L, Contract, Negotiation, Diversification, Policies, Procedures, Standards, Standardization, Merchandising, Reporting, Finance, Accounting, Consulting, MBA, Quality Control - Fluent in: English, German, French, Japanese