

CLIENT NAME

P.O. Box 647 ♦ New York, New York 00000 ♦ Phone: 000-000-0000 ♦ Email: name@yahoo.com

CAREER PROFILE: EXECUTIVE MANAGEMENT & COMMERCIAL OPERATIONS, COO LEADER

Over 20 Years of Executive, Management, and Leadership Experience within the Fast-Moving Consumer Goods Industry, including 15 Years with The XYZ Company in International Locations; Currently Overseeing \$100 Million Business for XYZ Commercial Group. Managed World-Class Brands, including Red Bull, Canon, Samsonite, Mattel, and Citizen. Strong Knowledge of Middle East Business Culture.

Accomplished, outcome-driven executive with upper-level management background and year-over-year success in building organizations, integrating businesses, and delivering exceptional results for world-renowned companies. Experience in managing broad and complex responsibilities, leading penetration of national and global markets, and building relationships with clients. Expertise in developing strategies for multiple product lines, motivating cross-cultural teams to exceed expectations, and creating a culture of success under a variety of conditions. Consistently held full P&L responsibility.

SELECTED SUMMARY OF ACHIEVEMENTS:

Successful Full-Scale Turnaround and Record Revenue/Profit Highs for XYZ Commercial Group & ABC Foods
Major Business Expansions for Key Lines of the ABC Company, including Duracell, Oral-B, Braun, Parker, and Waterman ■ B.A. Degree in Business Administration

PROFESSIONAL EXPERIENCE

XYZ GROUP, New York, NY 2006-Present

Chief Operating Officer, XYZ Group

Hold full P&L responsibility for XYZ Commercial Group, supervising 5 GMs, 4 Department heads, and 550+ indirect reports. Tasked with restructuring 4 separate entities under single organization with corporate foundation and 4 support departments, with focus on efficiency improvement, business process optimization, and systems standardization. Developed and executed plans for rebuilding infrastructure of IT, Supply Chain, and Operating Systems, expanding retailing business, delivering revenue and profit growth, and rationalizing businesses within core operating units.

Reversed prior history of low efficiency and productivity through successful reengineering of 4 independent operating units, championing change management solutions that resulted in on-target KPIs, 18% revenue growth, and 25+% profit gain.

- Rationalized business within main operating unit through reducing suppliers from 21 to 5, decreasing SKUs from over 700 to less than 300, reducing inventory within main unit by 30%, shortening receivables from 71 to 55 DSOs, Reducing inventory holding by one third and decreasing headcount from 192 to 172, primarily in non-essential positions.
- Reversed losses into profits of main operating units, achieving 20% revenue growth and increase in gross margins by 6 percentage points. Controlled overheads, working capital, Receivables & inventory holding
- Aligned strategies with 2 main suppliers to reverse slow growth. Achieved new operating plans through tough negotiations and focus on future plans. Delivered 37%/55% growth (Y1, Y2) for consumer electronic brand and 35%/105% growth for watch brand subcategory as a result.
- Rebuilt operation infrastructure through implementation of Oracle e-Business suite ERP and state of the art hardware systems, automation of salesforce, supply chain department, and 10,000 square meter warehousing project.
- Brought new perspective on business process issues through the use of management consultants. Subsequently oversaw introduction of new budgeting procedures, ordering procurement policy, credit and receivables controls, and uniform sales data and financial reporting package.
- Tightened focus on retailing by business lines through expansion; opened 2 luxury luggage outlets for Samsonite Black Label brand, 4 outlets for Samsonite, 3 outlets for Citizen Eco Drive, and 6 kiosks. (Continued)

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ABC INCORPORATION, New York, New York 2004-2006

Business Operations Director

Brought on board to energize sales growth/profitability and restructure Sales & Trade marketing organization, building matrix management operation with product portfolio and channel responsibility. Oversaw core sales, marketing, and financial business processes, including budgeting, sales operation plans, trade marketing plans, key accounts management, sales forecasting, and supply chain coordination. Managed group of highly seasonal product line categories.

Engineered 180-degree turnaround for business, achieving sales growth in 2004 for 1st time in 4 years and leading team in bringing YTD revenue and profit totals to record highs (14% and 13.5%, respectively). Developed Nabisco brands that reached 100% growth from 2003.

- Led reengineering of sales organization to deliver focused approach by both channel and region. Assembled key accounts management sales team that delivered 15% growth in Key Accounts Business, improved trade coverage from 8000 outlets to 14,000 outlets, and achieved major unit/value shares and distribution for all Kraft brands in Saudi.
- Spearheaded relaunch of Biscuit Business Category with 8 different brands, leading to 260% growth in both volume and value. Relaunched Oreo Biscuits across all trade channels to achieve 266% growth within 2 years. Built portfolio of achievements in both distribution & displays across all trade channels.
- Introduced series of improvements that included streamlining of business processes with supplier, sales force efficiency and Key Performance Indicators, and weekly sales forecasting accuracy.

Expanded Grooming business value by 33%, Duracell by 28%, Braun by 25%, and Oral-B by 56%. Grew unit shares for major lines, including Mach3 Razor by 21%, Mach 3 Blades by 30%, Duracell from 13% to 39%, and ABC Disposable at 64% (highest-ever share). Reached record distribution figures for strategic SKUs.

- Led team in Saudi Arabia to achieve world-class displays for all product lines; built consistent displays in all KOBs for all Gillette businesses. Restructured Braun operation in Saudi Arabia, integrating business with other Gillette segments following extensive logistical and legal actions.
- Built management team subsequently recognized as the best within the entire MEA region, including 3 Trade Marketing, National Sales, and Finance Administration Managers.
- Conducted successful business development agreement with key accounts; integrated key accounts capabilities within the team.

PROFESSIONAL DEVELOPMENT

Bachelor of Arts in Business Administration
ST. MICHAEL'S COLLEGE, Burlington, VT, USA

Professional Training

Balance Score Card, Performance Management, Development of Global Leadership
Next Generation Leaders, Change Management, Advanced Negotiations Skills
Total Quality Management (TQM), Management by Objective (MBO)