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# John Smith

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Address Line 1  
Address Line 2,  
Finland, Post Code.

Telephone: +35 8405 123456. Mobile: 07796 123456. Email: johnsmith123@email.com

## INTERNATIONAL BUSINESS DIRECTORSHIP

♦ Marketing Strategy - Business Development - Maximizing Profits ♦

Proven record of bringing product (mobile phones) to market, support and management to the end of product life. Detailed experience of the global mobile phone market North America and Europe. Leading 4 multidisciplinary teams to achieve strategic objectives from initial idea to mid and long-term conclusion. Currently based in northern Finland with a team is spread over 4 counties working as effective team-players with heavy workloads, despite remote working practices and a departmental re-organization. Now looking to make a continued significant contribution within a Director or VP appointment for smaller company.

## AREAS OF EXPERTISE

- Sales and Marketing Strategy
- Project Management
- Consumer and Market Identification
- Portfolio Management
- Business Development
- Team Leadership
- Financial Controls
- Operational Management
- Business Analysis
- PR / Media
- R&D and Design
- Logistics Planning

## PROFESSIONAL DEVELOPMENT

**BA** Political Science concentration in Economics 1988-92

Development courses: Sales development, Inspiring Leader, Compass 13, Several other competence development courses that are internal to Company A Media training commensurate with areas of expertise.

## PROFESSIONAL EXPERIENCE AND SIGNIFICANT ACHIEVEMENTS

Company A, (1994 -Present)

### **DIRECTOR (PRODUCT MANAGEMENT)**

*Jul 06 - Present*

Company A, Oulu, Finland.

- Managing a local team that leads the implementation, go to market / in market management and end-of-life for Product A more advanced devices such as Product B.
- As a Member of the Board, helping define and prioritize market objectives whilst approving proposals.
- Taking and managing plans from conception, development, market entry and price / position strategy through the whole product life cycle.

### **DIRECTOR (COMFORT PRODUCT GROUP)**

*2004 - Jul 06*

Company A, Oulu, Finland.

- Led 1 of 2 Broad Appeal product groups. My Global Product Creation Team was responsible for Company A low to mid-range offers. (Company A has 3 Business Groups - Mobile Phones, Multimedia Products and Enterprise Solutions. Mobile Phones is divided into 3 groups - Broad Appeal, Lifestyle and Entry).
  - Defined a category offer based on consumer needs. Created, piloted and implemented ways for Company A to create, leverage and scale new global opportunities.
  - Rejuvenated the product management culture, drawing on the FMCG industry.
  - Grew the category by 47% against comparable market growth of 28% in phone volume whilst growing the margin by 12% points during the same period, reviving Company A's mid tier offer.
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## PROFESSIONAL EXPERIENCE AND ACHIEVEMENTS (CONTINUED)

### DIRECTOR (PRODUCT PLANNING AND CATEGORY DEVELOPMENT)

2003 - 04

*Company A, Oulu, Finland.*

- Led a global planning and category management team for the Broad Appeal product group.
- Contributed to the creation of a new global segmentation model.
- Reversed 4 quarters of global negative top line development for our business group.
- Created a team that rejuvenated product marketing, expanded the definition and sold to top management.
- Grew the product portfolio 3 fold.

### REGIONAL UNIT DIRECTOR (BUSINESS DEVELOPMENT)

2001 - 03

*Company A, Dallas, TX.*

- Responsible for USD \$750 million in sales - delivered products on schedule, managed operator requirements and interfaced with product creation.
- Business trended down over 4 quarters, slide continued 2 more quarters.

### DIRECTOR (TDMA, GSM)

1999 - 01

*Company A, Oulu, Finland.*

- Led America's product planning including GSM.
- Created product briefs and originated product programs.
- Participated in the first R&D site capacity plan that increased predictability and efficiency.
- Grew the GSM market share by 25%

### DIRECTOR (TDMA)

1997 - 99

*Company A, Oulu, Finland.*

- Led America's product planning.
- Created product briefs and originated product programs.
- Managed R&D efficiency against market differentiation.
- Managed team of 7 and captured over 55% market share in the B2B selling environment.

## EARLY CAREER SUMMARY

Product Manager	Company A, Oulu, Finland.	1996-98
District Manager	Company A, Chicago, IL.	1995-96
Sales Representative	Company A, Chicago, IL.	1994-95
Corporate and Outside Sales Manager	Company B, Chicago, IL	1992-94

*Previous appointments include:* Business Development Manager for North and South America (2002-04). Product Management and technology planning roles (1996-02). District Sales Management in the US (1994-96) and 2 years at a "mom and pop" retail store in Chicago (Company B).

## PERSONAL

*Interests and Pastimes:* ?  
*Passport:* Valid, U.S.  
*Marital Status:* Married.

*References available on request.*