

---

# John Smith

---

Address Line 1

Address Line 2

Berkshire, Post Code.

Telephone: 01344 123456. Mobile: 07701 123456. Email: [johnsmith123@hotmail.com](mailto:johnsmith123@hotmail.com)

## INTERNATIONAL BUSINESS DIRECTORSHIP

♦ Sales Leadership - Interim Management - Consultancy ♦

Possessing an outstanding track record of achievement both within a blue-chip, international environment and SME. Sales leadership encompasses both direct and via channels within a range of industries and sectors. Managing diverse cultures in adverse political and commercial situations, whilst balancing, effecting and sustaining business changes. Now looking to make a continued significant contribution within a similar challenging, interim Senior Management appointment.

## AREAS OF EXPERTISE

- Sales and Marketing
- Acquisition Strategies
- Trouble Shooting / Problem Solving
- Modernisation / Change Management
- Team Building / Leadership
- Systems and Process Development
- Business Analysis
- Cost Rationalisation
- Maximizing Profits

## PROFESSIONAL DEVELOPMENT

<b>MBA</b>	Year 1 (Salford University)	1999
<b>LLB (Hons)</b>	Law (Hull University)	1992
<b>HND</b>	Electrical and Aeronautical Engineering (RN)	1981
<u>Courses:</u>	Leaders of the Future (SMG), Senior Development (INSEAD), Managing the Future, Quality Management, Diversity, Managing for High Performance.	

## PROFESSIONAL EXPERIENCE AND SIGNIFICANT ACHIEVEMENTS

### **MANAGING DIRECTOR (INTERIM APPOINTMENT)**

*Oct 05 - Present*

Company A, Watford.

Responsible for transforming this acquired Xerox reseller into a “sales focused” and “process led” sales company whilst move culture of business from private to a corporate enterprise.

- Consolidated 48 employees across 2 geographically separate sites under one identity.
- Centralised the back office functions that is now a centre of competence across the group.
- Introduced a Sales Management process throughout the company with focus on core products and services, whilst forming specialist sales teams for niche markets and products.
- Managed relationships with OEM that attained favourable rebate targets.
- At acquisition the company was trading at a loss of £60K on revenues of £6.8M, with disparate product focus and little focus or leadership against core products and services.
- Increased first year trading from £6.8 to £8M in revenue and from a loss of £60K to £212K pbt.

### **AFTER SALES DIRECTOR (INTERIM APPOINTMENT)**

*Aug 03 - Oct 05*

Company B, (After Sales Division).

- Established a sales function and culture for this global leader in supply, repair and service of heat transfer and centrifugal separation equipment.
  - Restructured a division of 118 employees and formed a dedicated external sales team.
  - Realigned spares order taking into a spares selling function.
  - Employees attained bonus each and every bonus period for those 2 years and beyond.
  - Instrumental in making this Camberley manufacturing centre into a global centre of excellence.
  - Increased revenue from £12M to £18M GBP per annum. Increased EBITA by 30%
-

---

## PROFESSIONAL EXPERIENCE AND ACHIEVEMENTS (CONTINUED)

### GENERAL MANAGER / OPERATIONS DIRECTOR

Jan 02 - Jan 03

Company C Israel.

- Provided stability and a long term vision for business with a background of commercial and cultural issues. The role encompassed Marketing, Sales, Service and Logistics with an employee base of c120.
- Overcame the historical culture of non-accountability by introducing Performance Management practices: establishing KPI's, regular review processes and pay-for-performance mechanisms.
- Addressed the gender balance by recruiting and developing female executives.
- Maintained revenue against the Middle East conflict and associated commercial implications.
- Overhauled service levels: (machine reliability increased by 17%, response time by 8% for example, whilst reducing headcount by 30%. Overall cost of service reduced by 28%
- Doubled revenue per sales manager and indirect revenue.
- Increased profit by \$6 million mostly by reducing debt (credit control) and optimizing inventories.

### SALES AND MARKETING DIRECTOR

Jan 00 - Dec 01

Company C South Africa Ltd. (2 year assignment).

Responsibility for a multi-site operation with c80 reports - the only Company C posting in South Africa.

- Shaped and led the Sales and Marketing function for this \$100m JV business with c 250 employee base.
- Ensured 11% growth p.a. during currency devaluation of 48% and a significant changes in US accounting regs.
- Addressed the absence of empowerment and accountability by introducing account management and KPIs
- Increased EBIT profit from \$100k to \$1.1m by driving high volume sales, addressing product mix and coverage, and reducing unnecessary overhead, all of which dramatically impacted share price.
- Won 2002 Company C President's Award for outstanding leadership and contribution.

### BUSINESS MANAGER

May 98 - Dec 99

Public Sector, Company C.

- Provided strategic leadership and operational support to national sales regions for the Public Sector, Company C's largest revenue targeted sector. Total reports of c65 (field and centralised).
- Developed the initial Marketing Plan that delivered \$27m in annual revenue.
- Capitalized on 3<sup>rd</sup> Party distributors and software, yielding some \$12m in projected additional revenue.
- Introduced a new training in Public Sector selling and Pipeline Management for the National Team.
- Delivered \$6m in 6 months for an under-performing region.
- Awarded Company C's 'Achievement Award' for exceeding targets and overall contribution.

## EARLY CAREER SUMMARY

Key Account / Business Manager (Company C UK)

1994 - 1998

- Personally generated over \$6M in revenue p.a. Accounts included ASDA, British Steel, Yorkshire Water.

Sales Executive - Local Government Accounts (Company C UK)

1994 - 1994

- Won the 'Quota Plus' Award for achieving 134% of sales within 8 months.

Service Engineer (Company C UK)

1988 - 1993

To Senior NCO (Royal Navy)

1977 - 1988

## PERSONAL

*Interests and Pastimes:* My wife, internet marketing, photography, travel, my dogs.

*Mobility:* Full clean driving license.

*Born:* 1959.

*References available on request.*