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# John Smith

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## TOP TALENTED BUSINESS LEADER WITH A HUGE DRIVE FOR WINNING

◆ Sales - Marketing - Supply Chain - Franchise ◆

A Top Performing Business Leader identified as one of the future talents, possessing 16 years of developed operational, frontline experience with 3 multinationals (Company A, Company B and Company C). John has also built solid significant business in the Middle East markets (Egypt, GCC). Multi-functional expertise (Sales, Marketing, Supply Chain, Finance) in handling different product categories (Food, Beverage, & Health Care) across different business models (Distributors, Franchise and Operating - Fix it & Start up).

### AREAS OF EXPERTISE

- Go-to-Market strategy
- Revenue Management
- Shopper/ Consumer Insights
- Business Start-ups & Fix it
- Change Management
- Brand Management
- P&L Responsibility
- Capability Building
- Control Environment

### NOTABLE AWARDS AND ACCOLADES

- **Innovation Award** awarded for the “Development of G2M Modeling Software ” 2007
- **STAR Award,** awarded for 4 YEARS of Consistent Sustainable Profitable Growth”. 2006
- **Ring of Honor** for “Top Sales Performance” at PepsiCo. 2005
- **Centre of Excellency** awarded for “Best Building Capability program Worldwide”. 2004
- **Diversity and Inclusion** awarded for achieving 40% saudisation . 2003
- **Execution award** for “Best Brand A Launch”. 2002

### EDUCATION AND PROFESSIONAL DEVELOPMENT

- **Executive Program in Corporate Strategy** (THE UNIVERSITY OF CHICAGO, Country) 2006
- Intensive study of the formulation and implementation of a company’s strategy.
- **Finance for Senior Executives Program** (INSEAD, Country). 2005
- Built understanding of the financial consequences of strategic decisions and equipped with tools to integrate the financial approach into decision making.
- **Leading the Effective Sales Force** (WHARTON/ INSEAD , Country). 2004
- Finding the balance between stimulating the sales force and controlling costs.
- COMPANY C, New York. Completed various internal training programs, including: Revenue Management University , G2M & Supply Chain University , Snacks University , Franchise University. 2001-2007
- **BA in Business Administration** (THE HIGHER INSTITUTE OF CO-OPERATIVE AND MANAGERIAL STUDIES, Country). 1994

### PERSONAL DATA

**Status:** Married with 3 children      **Born:** 1968  
**Interests:** Rowing:  
Won the national rowing championship for 7 consecutive years (1983-90).  
Marathon Running: completed Dubai ( :40) and London Flora (4:30), 2006  
AIG New York November 2007 (3:59) on target!

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## PROFESSIONAL EXPERIENCE AND SIGNIFICANT ACHIEVEMENTS

### **SALES DIRECTOR** (Sales, Supply Chain)

*Jun 02 - Present*

#### Company C, Country (Oct 05 - present) Country (Jul 00 - Sep 02)

Leading a sales organisation of 800 direct employees and 400 indirect (Distributor) with responsibility of the total Company C range of snack products with a total turnover of \$US200 million with a budget of \$US40million. Geographically in charge of all GCC countries.

- Doubled sales volume and tripled the profit whilst growing the market share to 52%
- Designed, planned and established a distribution network (Routes, DC) that covers 90% of the Saudi outlet universe in 2 years whilst achieving 95% racks penetration at arm reach of desire.
- Executed a price pack, occasion and channel strategy that delivered volume to net revenue spread by 7%
- Improving GTM productivity, (moved from monolithic GTM approach to mosaic approach) that delivered a net revenue to operating profit spread of 5%
- Established a first Sales Training Academy in Saudi Arabia that built a world-class sales force capability and was identified as a “Centre of Excellence” throughout the Company C system visited by the CEO.
- Assessed, planned and implemented the control remediation plan that achieved a step change in score from significant opportunity for improvement score to SAT HIGH, whilst leading the COSO rollout for S2Ccycle.
- Achieved Organization Health Survey step change in over-all satisfaction score of the sales organization and set SSFL OHS results as the benchmark for other markets.

### **FRANCHISE MANAGER** (Country)

*Feb 00 - Jun 02*

#### Company C

- Led 2 Key Bottlers, and held responsibility of the total Company C range of beverage products with a total turnover of \$US90 million.
- Increased share points by 15% in 3 years. Reversed the declining volume trend that was a result of a product Boycott in Bahrain a Stronghold of Coke Head Office.
- Led the launch of the “Brand A” brand in Bahrain. Recognized as the best launch in the region.
- Led the restructuring and development of the Bahrain & Qatar bottlers sales force.

#### Company B (1992-2000)

### **BRAND MANAGER** (Skin Care Franchise - Country)

*Dec 98 - Jan 00*

- Responsible for skincare category growth. Developed and executed annual marketing plans across the Middle East region for multiple brands such as Brand A, Brand B and Brand C.
- Led the re-launch of Brand A in the Middle East.
- Launched and tripled the volume of the Brand B brand by repositioning it in the ME markets.

### **REGIONAL TO NATIONAL SALES MANAGER** (Country)

*Mar 95 - Dec 98*

- Aligned and managed the distribution of the sales team to achieve Company B sales objectives, while building capability for future growth.
- Expanded the account base by 21%, total volume by 14% whilst decreasing budget by 43%
- Introduced and implemented category management, reducing space buying expenditure by 50%

#### Company A (1992-1995)

### **SALES UNIT MANAGER**

*1994 -95*

- Grew volume by 20% CAGR and net revenue by 22%
- Increased distribution of sugar line (25% of total business) by 52% over 7 months period, leading to increase in total sales. Reduced unit cost by 25%
- Decreased space buying expenditure by 50%