

(Name Withheld)

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Product / Brand / Business Unit – Development and Marketing

More than 15 years of successful, progressively responsible experience in new product introduction, product-life cycle management and business unit development with full P & L responsibility.

Core Professional Strengths

- Strategy & business planning
- Product/Brand management
- Marketing & sales support
- Team building & staff leadership
- Strategic alliances & partnerships
- Market research & competitive analysis
- Negotiating complex contracts / special terms
- Brand identity & market positioning

Professional Experience

STAR-PATH TECHNOLOGIES, Rockford, Illinois

Provider of educational software and professional development for the K-12 market

Business Development Manager

2006-present

Full accountability for managing and developing \$2.5 million laptop consumer business unit; responsible for implementing resources effectively to attain optimal sales and return on investment.

- Devise strategies, implement plans and lead business unit marketing efforts for a wide range of vertical markets.
- Create and maintain operating budgets and plans; skilled at balancing expense control with growth imperatives.
- Evaluate print and online advertising opportunities; buy and place ads and monitor results.
- Interview, hire and supervise retail sales staff; provide coaching and leadership to help ensure desired results.
- Develop and position consumer brand across multiple market segments.
- Helped increase retail sales by more than 30% and achieve operating margin of 50% in 2008.

Product Manager

1999-2006

Directed all aspects of \$5 million K-12 language arts software and related products, including new product concepts, competitive analyses, product development, product launches, and related marketing and sales support.

- Identified, recommended and played key contributing role in competitive product and/or whole company acquisition opportunities.
- Produced product concepts, proposals, and detailed functionality and features specifications for software engineering staff.
- Acquired and managed outside consulting and other product development-related services.
- Analyzed and presented market and competitive research regarding new business opportunities.
- Developed new product training for sales, marketing, educational presenters and international subsidiaries.
- Created and maintained budgets and sales forecasts; determined product pricing and packaging.
- Wrote marketing and promotion plans; coordinated implementation with Marketing and Sales.

(Continued)

Professional Experience

HORIZONS PRESS, Indianapolis, Indiana 1997-1999
Producers of educational meeting materials

Account Manager

- Sold print and CD-ROM conference publication services to national account base.
- Initiated and sold company's first CD-ROM publication archiving project.

BROWN & BARRY PUBLISHERS, Bloomington, Illinois 1993-1997
Publisher of college textbook supplement

Advertising/Marketing Manager

- Managed advertising and marketing for \$10 million line of college textbook supplements.
- Wrote marketing plans and coordinated implementation with Sales.
- Managed \$500,000 advertising budget and personnel.
- Planned and implemented national direct mail campaigns and telesales program.
- Oversaw development, production and distribution of all direct mail materials.
- Established and maintained vendor services.
- Created and distributed marketing research surveys.

JM GRAPHICS, Delafield, Wisconsin 1991-1993
Sheet-fed commercial printer

Production Coordinator

- Coordinated pre-press, printing and fulfillment functions.
- Managed production of more than \$3 million in printing sales annually.
- Procured more than \$1 million in outside services.

Education

Bachelor of Arts Degree in Journalism 1984-1987
University of Wisconsin, Madison, Wisconsin

Completed graduate coursework in Advertising and Marketing 1990-1991
Northwestern University, Evanston, Illinois

Military

ARMY NATIONAL GUARD 1984-1987

Flight Operations Supervisor

- Provided flight logging, flight planning and in-air communication services.
- Received **Platoon Leader Award** for superior leadership on active duty in the U.S. Army.