



**[Company] – Vice President of Sales and Marketing
Candidate Summary**

Candidate:	[Candidate]	Date:
Address:	[Removed for confidentiality]	
Phone:	[Removed for confidentiality]	
E-mail:	[Removed for confidentiality]	
Current Status:	Director of Sales and Marketing, [Company]	
Education:	MBA, Marketing, [university, year] BS, Aerospace Engineering, [university, year]	
HIGHLIGHTS		
<ul style="list-style-type: none"> ▪ Comes across very well – smart, articulate, clear communicator. ▪ Excellent pedigree: education, prior companies, and markets served make him an optimal fit for the role with [the company]. ▪ Deep understanding of the aerospace metals market especially related to engines, and all key players on the customer and supplier side. Also has some experience working with the forming technology. ▪ Relates well to C-suite and shop floor. Engineering experience gives him credibility in the shop. ▪ Has developed lasting relationships with customers, including some of [the company] current customers. ▪ All of his job opportunities in his career came through customer contacts and being recruited by people who knew him. ▪ Could add value by identifying acquisition opportunities. 		
WORK HISTORY		
<p>Following the completion of his junior year in College, [Candidate] took a summer internship with [company] in [location]. This would lead to a later job in his career. Upon graduation in [year], [Candidate] joined [company] in [location] as a Process Engineer. In this role he was primarily responsible for reviewing flow paths in order to optimize engineering. As a result of his efforts in this capacity the company was able to consolidate operations along flow paths for a couple of key programs, and achieve cost savings.</p> <p>In [year], [Candidate] had the opportunity to return to [company] as a Value Engineer, working with suppliers and internal customers, focusing on reducing cost. After about 1 year he transitioned into the commercial side of the business as a Regional Technical Sales Manager. In this role he was responsible for growing MRO customer accounts, located on [location], through the sale of wheel and brake parts and service. During this time his accounts grew from approximately \$x-xM to over \$xxM per year.</p> <p>[Candidate] was also focused on completing his MBA during his time at [company] and the constant travel to [location] became a challenge. He took a year off from the company to focus on completing his MBA, and during this time he worked as graduate assistant in exchange for tuition. Following the completion of his MBA he briefly returned to [company] before being recruited away by [company].</p> <p>[Candidate] joined [company] in [year] as a Sales and Marketing Manager based out of [location]. In this role he supported large Prime customers such as [customer details deleted for confidentiality] through the sale of [products]. Other customers included [Company], to whom he sold [products]. During his [x] years with [company], [Candidate]’s accounts grew from approximately \$xx-xxM to \$xxM. This was accomplished through additional sales to existing</p>		

customers, namely [company], as well as being able to “twist some technology and products into other applications”. [Candidate] is particularly proud of the fact that he was recognized by [company] as a key supplier on the [product], allowing them to save approximately \$xM per shipped set. He one of a very few outside vendors that participated on an internal [Company] planning team.

In [year], the company sought to help [Candidate] develop his skills, and put him into a Corporate role in [company division] as a Business Unit Support Manager within the Corporate Finance Group. In this role [Candidate] was charged with managing and repairing the adversarial relationships between the [company division] and the company’s many decentralized divisions.

In [year], [candidate] moved into a Sr. Director of Sales and Marketing position within the [company division] in [location]. At the time, [company] had acquired [xx] somewhat related [companies] and were consolidating sales and marketing and implementing the appropriate sales groups. [Candidate]’s territory spans the Eastern US and Canada, and he is responsible for two main customer lines of business: [customer details deleted for confidentiality]. The company manufactures its own products and also has build-to-print operations. On the [customer] side the vast majority (xx%) is [purchase details deleted for confidentiality], while the [customer] business is split 50/50 between the two. [Candidate] has [x] Application Engineers and [x] Account Managers reporting to him in this role and, while not directly responsible for Customer Support, does have daily interaction with the department, would feel comfortable managing the function in the future. [Candidate] has developed good relationships with [customer companies].

With almost [xx] years under his belt at the same company, [Candidate] realizes that he needs to move on in order to move up to the next level. The company has [x] aerospace business occupied by [x] VPs, none of whom he sees moving on any time soon. He strongly desires to have full ownership of sales and marketing and be a VP. In addition to the potential for career advancement, the opportunity with [company] allows [candidate] and his wife, both [location] natives, to return home – something they have discussed doing for some time.

[Candidate] feels that his key differentiator is his ability to speak and interact at multiple layers within an aerospace company, due to his engineering background and extensive domain expertise within the industry. He has deep contacts throughout the industry and believes that he could even identify and vet potential acquisition targets for [company], if necessary.

PERSONAL INFORMATION

Compensation	[Removed for confidentiality]
Relocation	[Removed for confidentiality]
Reason to Make a Change:	[Removed for confidentiality]

PERFORMANCE OBJECTIVES RESPONSE – WRITTEN BY [CANDIDATE]

Sales & Marketing Strategy:	<p>Prior to my employment with [<i>this company</i>], I have helped create and implement Sales & Marketing Strategies. With [<i>the former company’s</i>] test equipment, the strategic plan to focus on Aerospace customers with solution selling created nearly 3x sales from previous years. I worked and coached sales managers and the sales channels to identify “needs” and “wants” of the customers. With product training, knowledge of the competitions’ weaknesses and understanding the decision makers within the customers’ organization, helped to grow nearly double digit sales growth for [<i>the company</i>].</p> <p>These past few years with [<i>this company</i>], I continued to help develop and implement the Test & Measurement Sales and Marketing strategy. In [<i>year</i>], I led the team in creating and presenting the S&M strategy to the President and Sr. VP of [<i>company</i>]. With the knowledge of the Measurement market, the team is focused to beat [<i>alternate competitors</i>] with our</p>
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	<p>service, competitive pricing and sensor products. Currently, the T&M business is on our way to reach over xx% growth from [year] to [year]. The Measurement Group will also be surpassing the original budget plan set in the beginning of the year. This hasn't been done in over 6 years.</p>
Organizational Development:	<p>I have worked closely with my VPs in my previous employment to develop the Sales and Marketing organization. I have evaluated and hired Reps to the organization based on strategic fit, as well as terminating Reps due to lack of performance. I have evaluate our S&M team to determine what improvements are required for the individual or team. I have planned, organized and led in training the direct sales team on the company strategic vision and strategic selling.</p> <p>With [this company], I have weekly discussions with each Sales Group ([international details deleted]) to determine their necessary requirements to effectively do their jobs for their territories. With open and direct communication with the team members, I can plan and organize product training, sales strategy, and provide marketing direction to help them reach their budget goals. I also assess the sales team's technical and leadership capabilities. If there are improvements to be made within the team, we have created action plans to move the team forward. This process has proven to be effective with our current sales growth.</p>
Drive Sales Growth:	<p>In addition to growing nearly 3x sales with [my former company], [the parent company's] xx% sales growth on [product line] was driven by my direction in developing new products that were gaps in the product portfolio. From my experience and customer meetings (existing and new), plus knowing the T&M market, I collaborated with the European Engineering team to develop new products that was launched globally.</p> <p>Sales growth with [the company] has also been accomplished this year. As acting VP, my strong relationship with Regional Sales managers (domestically and Internationally), Reps and Reseller, we will have over xx% sales growth from last year. This was accomplished by sharing the vision of beating our top competitor on pricing and delivery. Both the Sales/Marketing team and Operation are working closer to be able to better react to the needs of the customer and meet their expectations.</p>
Branding / Positioning:	<p>I am currently leading the Product Management team and MARCOM. I also work closely with [company] marketing team to develop the marketing campaign/branding that is aligned with the Sales and Marketing Strategy. We are positioning [the company] to be the world leader in performance sensing and conditioner monitoring solutions for extreme environment. I create and approve all the brand message of Press Releases, advertisement, catalogs and data sheets that will influence our customers in Aerospace, Automotive, Test, and Energy in purchasing [the company] products.</p>
Improve Fulfillment:	<p>I am in constant communication with Engineering and Operations on product design, manufacturing and delivery. On new product request from customers, my team and I work with Engineering on the NPI and Stage Gate process to fulfill the requirements. I also lead the SIOP process with the Product Managers and Operations to determine the adequate amount of product inventory on hand while forecasting product quantities for future orders and shipments. There is a close relationship and good collaboration between Marketing, Engineering and Operations since I have taken the leadership role.</p>

Customer Focus:	In the past, [<i>specific customer companies</i>] has been known to be “hard to do business with”. I am part of the leadership team that is making the change to better serve our customers. We are creating a plan for the SJC site to be more customer-centric. We are developing BIPs (Business Improvement Process) with cross functional groups that will improve customer relationships. This includes quote generation, quick response to technical questions and repair services.
Margin Improvement:	Part of my responsibility is the P&L for the [<i>company</i>]. I work with the Product Managers, Operations and Finance to assure strong margins on our products and overall business. I review and approve all products pricing to reach our financial goals while increasing profits/margins. However, there are times when the pricing strategy must change due to the competition, a change in market direction or a new technology (substitute) that could effect winning the order.
Channel Sales:	The Measurement team has [<i>xx</i>] Reps/Resellers in [<i>location</i>], [<i>x</i>] in [<i>location</i>], [<i>x</i>] in [<i>location</i>], [<i>xx</i>] in [<i>location</i>] and [<i>xx</i>] in [<i>location</i>]. We continuously review and grade our sales channels to be sure they are focused on our markets and products. My team has monthly and quarterly product training for the Reps/Resellers and conduct yearly Sales Meeting to review their accomplishments and conduct additional product training. Currently, we are investigating to increase our Sales Channels in growth area like [<i>specific geographic regions removed</i>].
Improve Product Management:	Before I joined [<i>the company</i>], there were no Product Managers on board. Today, under my leadership, we have [<i>x</i>] Product Managers and [<i>x</i>] Product Specialists. My team is currently evaluating the current product line and determining what “product gaps” needs to be filled for the [<i>technology-specific</i>] markets. We are also investigating new products thru the NPI process that will differentiate us from the competition and gain our position as market leaders. I have also conducted benchmarking studies to start creating pricing strategies and other improvements for [<i>year</i>]. In addition to this, I am reaching out to other [<i>company</i>] business units and work with their Product Managers. This will help develop the One [<i>company</i>] concept while sharing product design and technologies to provide various solutions to customers’ demanding applications.
Strategic Account Management:	Working with the [<i>company</i>] Account Manager with [<i>another company</i>] (strategic account), we were successful in developing the Pressure Belt system to be used in flight testing. The SAM, Engineering, Operations and I were able to penetrate the account to determine the product specifications, understand delivery goals and pricing requirements of the project. Working together, the [<i>current company</i>] was able to generate over \$xM sales from [<i>an additional company</i>] on the Pressure Belt project.
Business Management:	I am currently leading the Measurement business that includes P&L, forecasting, creating monthly reports and driving revenue growth. I lead the Revenue meeting for the SJC site, lead in Business Improvement Process (currently Strategic Sales Strategy BIP), provide Sales and Marketing direction to the organization, and participate in [<i>company</i>] leadership calls. I have been instrumental to improve the working relationship with Operations, Engineering and Sales/Marketing to avoid the “silo” mentality. I have also led the Sales strategy to increase revenue and have proven that I can fulfill the VP role.