

## John Smith

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Objective: To secure a rewarding position in which I can help an innovative company who seeks an experienced and accomplished senior sales executive with a broad background and successful track record in increasing sales, market penetration and customer base.

### Professional Experience

**XXX Company**, Pittsburgh, PA, 8/05-pres  
Sales Director

Target new business and lead team in calling on existing regional accounts. Consistently in top tier of Regional Directors in the country. Successfully developed and implemented new sales programs to secure new customers and business. Responsible for all facets of strategic focus, product selection, marketing and branding. Won Platinum Producer's trip. Average monthly revenue of \$3M.

**YYY Company**, Washington, DC, 11/02-8/05  
Sales Director

Responsible for contacting clients and selling the company's products and services. Those responsibilities included: contacting and setting up wholesale accounts, advising clients on new products and acting as a liaison. Assisted in protecting company assets through careful review of client activity. Provided timely production reports while ensuring compliance regulations were met.

**ZZZ Company**, St. Louis, MO, 12/97-11/02  
Sales & Marketing Manager

Directed, created and implemented client programs which included product launches, merchandising, consumer promotions, sales meetings, sales incentives and trade shows. Created and implemented new model for sales and profit analysis. Supervised 11 sales reps.

**AAA Company**, St. Louis, MO, 06/94-11/97  
Account Executive

Responsible for building new client relationships. Assessed market and developed point-of-purchase strategy for mass merchandisers; created personal shopper program. Generated \$22,000 net monthly sales.

**BBB Company**, St. Louis, MO, 11/89-05/94  
Sales Rep

Managed account sales for retail clients. Implemented tactics to increase sales and meet annual business goals. Acted as trusted advisor and liaison for clients.

**CCC Company**, St. Louis, MO, 07/82-10/89  
Marketing Associate

Responsible for strategy and execution of marketing activities. Managed competitive analysis and development of marketing collateral. Reported to Sr. Marketing Manager.

### Education

University of Phoenix, Masters of Business Administration, 1998  
University of Kansas, Bachelor of Science, Business Administration, May 1982

Enjoy reading, traveling and mountain biking. Available to move.