

# SALES – MARKETING RESUME

📍 0000 Greenfield Avenue, Milwaukee, Wisconsin 53214  
📞 987.654.3210 📧 contact@sales-marketingresume.com

## SALES DIRECTOR

### QUALIFICATIONS PROFILE

**Highly competent, hands-on, and strategic leader with lead-by-example approach** in managing organizational operations, encompassing sales and marketing; product/service launch and promotions; leadership and team building; business partnerships and alliances; and new business development.

Demonstrate in-depth knowledge of international business operations, specifically in negotiating and dealing with cross-cultural stakeholders. Exhibit expertise in driving sales performance, account base expansion, market penetration, and revenue growth by taking ownership and translating key insights into tactical action. Exemplify strong organizational and analytical skills in developing and implementing strategic initiatives toward the achievement of established goals. Display diligence and effectiveness in coaching and guiding individuals, ensuring personal and organizational development. Excel at communicating organizational vision and objectives utilizing multilingual fluency in English, Dutch, and Spanish with working knowledge of French, German, and Catalan.

#### Areas of expertise include:

**Strategic Planning and Implementation ~ Program Development and Execution ~ Sales Channel Development  
Direct Sales Management ~ Account and Portfolio Management ~ Mergers and Acquisition  
Profit and Loss Management ~ Lead Generation ~ Business Analysis**

### EDUCATION

#### MASTER OF BUSINESS ADMINISTRATION WITH CONCENTRATION IN NEW BUSINESS DEVELOPMENT

HEC Institut Supérieur des Affaires, Jouy-en-Josas, France | London Business School, London, UK  
Graduated *cum laude* | Top 5 students of 160 class

#### MASTER OF SCIENCE IN MATHEMATICS WITH CONCENTRATION IN APPLIED MATHEMATICS

Vrije Universiteit of Amsterdam, Amsterdam, The Netherlands

#### GYMNASIUM DIPLOMA

Eindhoven's Protestants Lyceum, Eindhoven, The Netherlands

### PROFESSIONAL EXPERIENCE

#### SALES – MARKETING RESUME

**SALES DIRECTOR – SALES – MARKETING RESUME** ■ BARCELONA, SPAIN

**OCT 2012–PRESENT**

- Built a sales force of 25 from scratch, selling through 150,000 Partners in Europe Middle East and Africa (EMEA).
- Set up effective sales programs targeting top partners as well as incentives and promotions to increase run-rate sales through the long tail of smaller partners; personally drove sales through top 10 European partners.
- Led sales efforts in EMEA for all services for HP printers, PCs, and tablets, including management of the Sales Team; clarification of service strategy; and creation of strategic programs, **resulting in \$200M annual sales, 107% of quota with more than 30% increase year-over-year (YOY).**

**SALES DIRECTOR – SALES – MARKETING RESUME** ■ BARCELONA, SPAIN

**OCT 2011–OCT 2012**

- Oversaw a sales and delivery organization comprised of 150 staff and personnel tasked to drive direct sales of managed print services with large enterprise and public accounts.
- **Initiated the centralization of organization and implementation of sales process, and actively participated in driving sales performance toward optimal results that generated \$350M in sales and 115% of quota.**

**REGIONAL BUSINESS MANAGER – SALES – MARKETING RESUME** ■ BARCELONA, SPAIN

**AUG 2010–OCT 2011**

- Spearheaded the daily functions of regional Great Western Europe (GWE) Team, including management of direct reports from Sales, Marketing, Aftermarket, and Service departments.
- Carried out end-to-end responsibilities for \$19M business encompassing hardware, supplies, and services.
- **Established solid Scitex sales funnel in EMEA and designated country-specific strategy for the conversion of analog accounts, thereby producing 122% of HP Scitex sales quota with more than 30% YOY growth for the first half of fiscal year; 129% of HP Scitex sales quota with more than 51% YOY growth for the second half of fiscal year; and 89% market share.**

**EMEA SEGMENT MANAGER – SALES – MARKETING RESUME** ■ BARCELONA, SPAIN

**NOV 2008–JUL 2010**

- Spearheaded a team of 45 sales and marketing personnel that brought worldwide top results.
- Founded and managed a high-caliber team from sales force comprised of professionals with various backgrounds.
- Played a pivotal role in the development of ASPIRE plans for FY10 and FY11.

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- Strengthened relationship with global business unit (GBU) and implemented initiatives that were utilized across worldwide operations.
- Demonstrated expertise in defining analog + digital plan and integration of tactical sales process toward generation of leads and migration of funnel; thereby consistently producing best results for high-end products and attaining 70% of worldwide FB7500 sales and more than 55% of worldwide high-end products per quarter.
- Exemplified strong selling skills by closing multiple high-end deals with more than \$3M revenue per deal.

WORLDWIDE SALES - SALES – MARKETING RESUME ■ NETANYA, ISRAEL

2007–2008

## WORLDWIDE NUR/SCITEX/HP INTEGRATION LEAD – SALES AND MARKETING

- Closely supervised the Worldwide Sales teams and collaborated with Marketing and Research and Development (R&D) personnel that resulted to the development of an integrated portfolio, sales/channel organization, and messaging; along with 350 dedicated salespersons and channel partners to drive the sales of new portfolio.
- Worked collaboratively with the anti-trust teams and legal representative to ensure formal closure of the acquisition.
- **Directed sales and marketing efforts that surpassed target goals by more than 9% within two months after closing acquisition: former revenue Scitex + former revenue NUR more than 9%.**

## WORLDWIDE SALES PRODUCT MANAGER – XL2200

- Brutally simplified the project focus and integrated a formal checkpoint process for Netanya operations.
- **Provided guidance and motivation to the Marketing Team and R&D/Service Team that led to successful product introduction.**
- **Obtained \$19M in regional sales revenue by completing the forecasted sales of 40 units before and during the SGIA Show.**

WORLDWIDE BUSINESS UNIT HP DESIGNJET ■ BARCELONA, SPAIN/SAN DIEGO, CA, USA

2001–2007

## WORLDWIDE INTEGRATION LEAD – ORIGINAL EQUIPMENT MANUFACTURER (OEM)

- Led the Sales/Marketing/Service Team, while working closely with the Seiko, Operations, and Service representatives toward the inclusion of three low-solvent products to HP's portfolio that prompted the establishment of new 3-in-1 channel (HW, ink, and support), new messaging and marketing materials, new ink supply chain, and trained channel partners.
- **Successfully positioned the company's product into the low-solvent market, from 0% to 15% unit market share during the first year.**

## SALES AND MARKETING LEAD – INTERNET START-UP

- Directed a team of five in charge of defining, implementing, introducing, and selling a subscription service that allowed the architects and engineers in printing construction files in remote areas.
- **Exhibited strong product knowledge in promoting and launching the HP Print Button technology within the United States that became a proof point for HP's "Make printing from the web simple" and a basis for e-print, now standard with HP printers.**

## EARLIER CAREER

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MARKETING MANAGER AND CHIEF OPERATING OFFICER (HQ representative of acquired SW company) ■ CHICAGO, IL/CLEVELAND, OH, USA  
STRATEGIC PRODUCT MANAGER DIGITAL PRINTERS AND PRINT SOLUTIONS ■ VENLO, THE NETHERLANDS

### SALES – MARKETING RESUME

SENIOR CONSULTANT – SALES – MARKETING RESUME ■ UTRECHT, THE NETHERLANDS  
LARGE ACCOUNT MANAGER – SALES, 3 YEARS OF MORE THAN 120% QUOTA ACHIEVEMENT ■ UTRECHT, THE NETHERLANDS  
PROGRAMMER/ANALYST ■ UTRECHT, THE NETHERLANDS

## PROFESSIONAL DEVELOPMENT

### IBM Sales Training (12 Months) – IBM Sales Academy

Cold Calling | Interviewing | Networking | Presenting | Account Planning | Personality Styles  
Deal Preparation and Deal Closing | Phone Calls | Personal Effectiveness

### Coaching Training (12 Months) – HP People Management Program

## TECHNICAL ACUMEN

Microsoft Windows | Microsoft Office Suite (PowerPoint, Excel, Outlook, and Word)