

SUMMARY SAMPLES

VICE PRESIDENT, MARKETING

Seasoned marketing executive with over 15 years of experience leading marketing for large and small consumer technology companies. Led the design and implementation of integrated marketing strategies for products up to \$50M in revenue. Key accomplishments include:

- Successfully launched company-wide brand integration campaign for SaaS company; saved over \$800K in brand duplications.
- Increased online sales by 24% by creating new online marketing and social media strategy.
- Generated over \$13M in new revenue through online social media advertising.
- Built brand strategy, including public relations program. Product featured in “Fast Company” magazine.
- Negotiated two new vendor pricing agreements; saved over \$1.8M.

Investment Professional with strong life-sciences background equipped to identify attractive industry sectors and specific companies for investment. Managed several portfolios ranging from \$250-800M. Reputation for communicating effectively with entrepreneurs, and deploying skills highly applicable to a venture capital or private-equity firm, including:

- Conducting Due Diligence
- Building Teams
- Sourcing Portfolio Companies
- Quantitative & Financial Analysis
- Managing Portfolio Company Relationships
- International & Cross-Cultural Expertise

SUMMARY

Accomplished strategy consultant with extensive experience developing overall vision, business framework and high-level marketing plans for global technology companies within Europe and Latin America. Strong command of the consulting process including client requirement documentation, assessment, developing complex project plans and presenting results. Committed to delivering quality solutions and exceeding client expectations. Areas of expertise:

- Technology Implementation
- Product Development and Operations
- Executive Team Facilitation
- Corporate Strategy
- Business and Market Analysis
- Marketing Communications

EXECUTIVE PROFILE

Corporate finance executive with expertise driving large-scale financial initiatives within the media, news and entertainment industries. Generated financial models, budgets and forecasts for over \$100M in revenue. Streamlined numerous operational and reporting processes, established compliance standards and maintained financial growth through several corporate mergers. Broad understanding of US and International tax, treasury and securities regulations.

AREAS OF EXPERTISE

- Cost Management
- Accounting
- Budget Forecasts
- Corporate Audits
- Mergers and Acquisitions
- Compliance

General Manager and versatile leader who has led organizations, with over 1,000 employees, in the bio-tech industry. Combines strategy and business savvy to consistently double market share and profitability in Latin America. Led strategic initiatives including mergers, change management, process reengineering and regulatory affairs. Core competencies include:

- Business Development
- Mergers & Acquisitions
- Investor Relations
- Market Analysis
- Financial Planning & Analysis
- International Expertise