

Confidential Client, MBA

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Director of Marketing

Driven and accomplished executive offering over 20 years of excellent performance in leading marketing, sales, product development, and operations management initiatives across multifunctional teams. Known as an innovative strategist, motivated by overcoming challenges and implementing cutting-edge sales, branding, and financial strategies that ensure continuous improvements, expand business opportunities, and drive organizational growth, revenue, and profits.

Core Competencies:

- Strategic Business, Market & Sales Planning
- Merchandising Strategy
- Brand Launch, Revitalization & Amplification
- Team Building, Mentoring, Empowering
- ROI & Revenue Opportunity Prioritization
- Market Evaluation, Penetration & Expansion
- New Product Development Mapping
- Media Planning, Strategic Brand Positioning
- Growth Forecasting, Distribution Strategy
- Retail Promotional Planning
- Strong Operations & Financial Leadership
- SKU Modifications, Process Improvements

Professional Experience

NAME OF CLINIC, City, Minnesota • 2013–Current

3.5 Doctor, small animal practice. AAHA Certified 25 years.

Director, Operations, Marketing, Sales

Oversees all aspects of operations across multiple employees (45) and teams. Expertise includes marketing, sales management, HR Functions, quality, customer service and retention, building top-performing teams, and ensuring efficient financial operations. Delivers the highest standards of excellence in all endeavors to achieve company goals and drive organizational revenue and profits. Reports directly to C-Suite management. Manage a budget of \$3M.

- Deliver 87.5% revenue growth in five years from \$1.6M to \$3M.
- Facilitate role as key decision-maker and provide leadership for three teams including the clinic team, kennel team, daycare team, and retail store team to optimize sales growth and total revenue.
- Plan and implement strategic marketing initiatives including where to market, how to market, and develop marketing messages that are tailored to fit the company culture.
- Provide oversight of marketing budget, digital marketing, SEO, social media, print, and other publications.
- Manage P&L and resource allocations, days-end accounting reconciliation, set product, service pricing, and product margin analysis; navigate price increases and strategies to stay competitive in the local market.
- Meet with all vendors and establish good faith relationships to negotiate the best pricing.
- Successfully orchestrates the synergy between all three business units with a focus on sharing the common goals of revenue growth, offering expansions, and a safe work environment.
- Oversee interviewing, hiring, training, promoting, compensation, and disciplining employees at all levels.

NAME of COMPANY., Eagan, Minnesota • 2011

Fortune 500 electronics retailer.

Customer Solutions Manager

Provided expertise and leadership in managing Computer, Gaming, Portable Electronics, and Digital Imaging departments representing \$16M in annual revenue (70% of total store revenue.) Developed key sales strategies based on key analysis of results to improve revenue and margin metrics. Created specific objectives for each department in line with long-term store goals. Coordinated hiring, training, discipline, and performance management. Supervised approximately 20 direct employees and 30 indirect. Managed a budget of \$16M.

- Worked directly with product vendors and corporate marketing and district management sales teams to conduct research and testing for marketing and merchandising.
- Introduced new training to ensure all sales associates received extensive and timely training on products.

NAME OF COMPANY, Dundas, Minnesota • 2010–2011

Business consultancy firm.

Owner / Operator

Oversaw product development and launches for Ecolab's Vehicle Care Division. Coordinated SKU reduction and maintenance processes. Developed marketing materials, set prices, margins, and discounts. Designed launch kits for sales information and provided product training. Built critical relationships with sales partners, including Performance Management Group (PMG). Provided key support for key customer accounts. Streamlined chemical and equipment offerings in Car Dealership business category and Detail Chemical product line (accounting for roughly \$7M in annual revenue and 10% of division's sales).

- Delivered completely revised detail catalog for the sales team, including all new product offerings.
- Led development of highly effective business segment strategies involving customization of product packages tailored to various customer categories and strategic management of all phases of new product development.

ECOLAB, St. Paul, Minnesota • 2002–2009; 1998–2000

Global provider of water, hygiene, and energy technologies and services in 160+ countries.

Vehicle Care Specialist, 2008–2009

Led sales and marketing activities within assigned territory, providing value-added consulting (including holistic evaluation of business system and services) to businesses operating car washes. Orchestrated critical outreach activities aimed at improving customer retention in a tightening economy.

- Developed key recommendations for saving money on supplies, water, electricity, labor, and service improvements.
- Earned selection to represent the district in Detail Eagle program due to subject matter expertise in area.

Associate Marketing Manager, 2007–2008

Led key projects in product and category marketing, with particular focus on Car Dealership business category and Detail Chemical product line. Steered products through all phases of product life, including product introduction, growth, maturity, and decline. Identified and pursued new business opportunities. Managed research and forecasting processes, technical development, and test marketing. Trained sales teams on new product offerings.

- Coordinated divisional teams (Finance, R&D, Marketing, and Sales) in the development and launch of new products.
- Delivered seamless transfer of all warehousing components for detail accessory line of 200+ SKUs (from 2 outsourced warehouses to company's Illinois facility). Reduced transfer load by conducting thorough product review and identifying opportunities for SKU reduction.

Operations Manager, Aqua Balance Division, 2005–2007

Directed operations for Remote Monitoring Center, overseeing all aspects of sales support and training, relationship management, vendor management, and product development, as well as financials and staffing. Supervised 2 locations (St. Paul, MN and Phoenix, AZ), coordinated all aspects of hiring, training, evaluations, discipline, and talent management. Managed P&L, with a total budget exceeding \$1M annually.

- Grew department from ground up, from 3 to 25 employees over tenure.
- Supported planning, development, and launch of innovative new product line that ultimately became a component of 50% of new systems sold.
- Established this department as "tour stop" during customer tours due to exemplary performance.

- Built from scratch product and dispenser displays to maximize marketing potential.
- Established classroom style training in department that became an important tool company-wide.

Remote Monitoring Center Supervisor, 2002–2004

Supervised staff of 12 across 2 locations (Minnesota and Arizona), handled an average of 400 calls per day. Developed and facilitated presentations tailored to individual customer needs. Managed hiring, scheduling, and training processes. Worked with the R&D department to provide input for the development of new technology. Provided leadership for local staff on major projects. Collaborated with vendors on product improvements and updates.

- Designed new call center training program based on 300+ technical competencies.
- Streamlined operations to reduce overtime and cut bills by \$100K annually.
- Resolved staff retention problem via targeted training and morale-boosting programs, achieving a 92% retention rate over 5 years.

VENTIV HEALTH, St. Paul/Minneapolis, Minnesota • 2000–2002

Sales consultancy firm, providing contract services to leading pharmaceutical firms.

Sales Representative

Led sales efforts in territory in Minnesota and Wisconsin, visiting primary care physicians to present research supporting efficacy and effectiveness of products. Tracked sales results, adjusting strategies as needed to ensure revenue growth and increase of market share.

- Achieved national ranking of 6th among 450 representatives for overall market share. Also won several district sales awards.

Education & Training

Master of Business Administration (Graduated 2013)

Western Governors University, Salt Lake City, Utah

Bachelor of Science in Civil Engineering (Graduated 1997)

Iowa State University, Ames, Iowa

Special Training

Leadership Foundations Training

Talent Pipeline Management

Managing Multiple Projects

Targeted Interviewing

Interpersonal Communications

Professional Affiliations

Northfield Area Chamber of Commerce Board of Directors (2 years)

Northfield Area Chamber of Commerce Ambassador (4 years)

Minnesota Veterinary Practice Managers Network (MNVPMN) Board (1 year)

St. Dominic School of Northfield Sub-Finance Board Committee Member (2 years)

Other training and Corporate Coaching

Corporate Inclusion