



## SENIOR TECHNOLOGY SALES EXECUTIVE

**LEADERSHIP STYLE:** Drove unprecedented triple-percentage sales gains, catapulting US sales from 28% to 76% of HP's business. Fueled above-and-beyond team performance by harnessing talent and empowering emerging leaders.

### BEST-IN-CLASS MARKETING:

- Capitalized on new marketing initiatives to catalyze +12% profits, +13% market share, and +24 consumer awareness.
- Pioneered social blogging outreach recognized by *Computing Magazine* for boosting brand visibility 53%.

### SALES & MARKETING RESULTS:

- Strengthened cash flow by slashing advertising budget \$143M (44%) and lowering company inventory 52%.
- Restructured divisional field structure to trim headcount 23%; lowered promotional spending from \$212M.

### CORE COMPETENCIES:

- ATTAINING BREAKTHROUGH SALES
- DOMINATING RETAIL CHANNELS
- MAXIMIZING VERTICAL SALES
- SUSTAINING MARKET SHARE
- TURNING AROUND PROFITABILITY
- REBUILDING SALES TEAMS
- OVER-PRODUCING REVENUE TARGETS
- INCREASING DIGITAL LEADS
- REVAMPING SALES COMP PLANS

*Out-Paced 2009-2012 Sales Goals up to 130%*

YEAR	TARGET	SALES	% TO PLAN
2012	\$156M	\$198M	130%
2011	\$76M	\$97M	128%
2010	\$58M	\$69M	118%
2009	\$22M	\$27M	122%

## SENIOR SALES LEADERSHIP EXPERIENCE

*16 straight years of double-digit year-over-year sales*

### HEWLETT PACKARD

1997 – Present

#### NORTH AMERICAN VP OF SALES [2009 – Present]

Promoted to reverse declining national sales growth, rebuild product development, and regain market dominance. Direct \$46M divisional P&L with 325 staff, 300 agency personnel, and 4.2K US channel partners. Lead \$27M in domestic advertising.

### TURNED AROUND US SALES:

- Halted hemorrhaging sales, regained growth, and pushed sales from \$28M to \$46M in 14 months. Revamped national sales team and compensation strategies around rebranded product line.
- Improved printer revenue 28% (\$21M) by deepening brand-level margins. Cut costs \$14M and decreased spending 19%.

*\$18M sales gain*

### REVITALIZED PRODUCT DEVELOPMENT:

- Championed "test and learn" strategy to reinvigorate innovation, restructured talent development, and revamped product line leadership. Streamlined new product rollout cycle from 18 to 3 months.
- Transformed product branding through realignment of brands with profit targets. Condensed 12 product lines to 3 and rewrote web marketing playbook while strengthening channel partner training and product knowledge.

## SENIOR SALES LEADERSHIP EXPERIENCE *continued*

### RECAPTURED MARKET DOMINANCE:

- Propelled market share from 7.2% to 20.2%, the largest netbook industry boost, employing aggressive advertising benchmarked against key competitor strengths.
- Fueled 3-place industry ranking rise from #5 to #2 in 2 years by earning #1 Consumer Reports product accolades.

### Division GM [2006 – 2008]

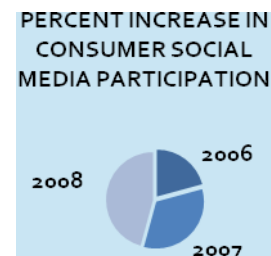
Tapped to spearhead market share recapture initiative for a division producing 55% of sales revenue and contribution margin for HP's US business. Directed a team of 227 and 1.4K matrixed personnel with \$38M P&L accountability.

### DOMINATED RETAIL SALES MARKET:

- Guided retail sales up 98% over 2007 by designing and steering a 3-phase marketing blitz for all-new LaserJet brand.

### CAPTURED CONSUMER SOCIAL MEDIA FEEDBACK:

- Upgraded market positioning for new product launches, integrating social media into consumer research. Increased social media participation >74%.



### Northeast Regional GM [2003 – 2005]

Positioned region for next-level sales performance, strategizing and leading organizational realignment impacting 373 employees and 1.7K channel partners in 14 states. Enhanced marketing and incentives; managed \$26M P&L.

### SALES & PARTNER TURN-AROUNDS:

- Surpassed sales contribution margin \$70M above forecast. Gained 1.5 market share points in ultra-competitive market.
- Reorganized field sales force into 4-region structure while boosting pre-owned sales from 73% to 141% – the highest level industry-wide.

*Set new industry sales benchmark*

### VP of Sales – HP Printers [2000 – 2003]

Produced the highest US annual sales in 53 years and propelled profit margin 32%. Drove national sales operations, from partner management and distribution to sales training and incentives with a 278-member team and a \$17M P&L.

### Northeast Regional Sales Manager [1997 – 2000]

Improved partner development 34% in 28 Northeastern markets.

**ADDITIONAL HP EXPERIENCE:** Promoted rapidly through 7 territory and district management promotions spanning sales and business development in NJ, OH, MI, IL, and NY.

## SENIOR SALES LEADERSHIP EXPERIENCE

*Best-in-class academic credentials*

Executive Development Program • WHARTON SCHOOL OF BUSINESS

MBA in Sales & Marketing • COLUMBIA UNIVERSITY

BA in Economics with a Minor in Business Administration • UNIVERSITY OF SOUTHERN CALIFORNIA

## RESUME STRATEGY

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Denise is a sales powerhouse with a great academic pedigree to match. As is true of so many sales go-getters, she had tons of numbers to showcase in her resume (though you'd never know that from her original document), but didn't know how to package, polish, or present them.

Her original resume was 3 pages in length, so I cut the document down to size so we could enhance the focus on her achievements. Key word-driven sub-categories and a blend of text box call-outs and graphs helped highlight the most important facets of her background.

Denise doesn't plan to launch a proactive search at this time, but wants to be ready when great opportunities materialize. She loved her stylish and achievement-driven resume and felt confident that she was now in a position to capitalize on exciting options as they appear.