

## CLIENT NAME

777 Street Name • City, State, Zip  
777-777-7777 • [clientname@email.com](mailto:clientname@email.com)

### **EXECUTIVE-LEVEL MANAGEMENT: Director, VP Strategic Marketing Management • Global / Domestic Operations • Brand Development**

Multifaceted marketing executive with decades of experience rolling out highly effective campaigns in the pharmaceutical, health care, and consumer products industry. Seasoned in executing in-depth analysis, marketing strategy and proactive “outside the box” solutions. Focused on business growth with a reputation of creatively building product/service awareness. Skilled in budget management and complete P&L functions. Expert in producing multi-layered campaigns including TV, print to target specialized markets. Proven track record of resource optimization, leadership skills and exceeding corporate goals.

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Project Management • P&L • Multicultural Marketing • Proactive Solutions • Internal Communications  
Strategic Planning • Acquisition Marketing • Budgeting • Branding • Direct Mail/Email  
Online Advertising • Consumer/Competitor Research • Product Strategy  
Client Retention • Product Roll Out • Overhead Savings • Business Consultation • Team Leadership  
Segment Marketing • Process Improvements • Resource Development

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### **PROFESSIONAL EXPERIENCE**

#### **COMPANY NAME, New Jersey • 2005-Present**

A global health-care company with Rx, OTC, CPG and Animal Health products; \$13B in annual revenue.

#### **Director, Global Marketing**

Chief executive leadership and management of the Primary Care division, overseeing all aspects of strategic planning, business development, as well as P&L management, and product development. Champion brand management of the global Asmanex brand. Collaborate and cultivate relationships with marketing counterparts worldwide. Spearhead and lead 3 external agencies, managing Promotions, Medical Education and Publications. Deliver comprehensive expertise in new product introduction, promotions, competitive analysis and professional communications.

Engage and propel the launch of 2 new respiratory products in partnership with Novartis, facilitating and securing approval for all projects, and investments from senior management. Focus on optimizing marketing efforts, product mix, and expenses to increase individual bottom line.

#### **Revenue Generation:**

- Triggered over \$1B in revenue by spearheading the launch of 2 new respiratory products.
- Revitalized a \$20M business loss by refocusing the Japanese launch strategy of Asmanex, generating ROI growth by 75% and profitability by year 3.
- Championed and orchestrated new product launch meetings in Europe, Latin America, and Asia-Pacific, attended by 115 senior country representatives.

#### **Global Strategy Highlights:**

- Successfully conceived and established a global strategy for Asmanex to increase European business, securing major markets in UK, France, Spain and Italy that were hesitant for 3 years.
- Attained sales in Europe by 35% in year 1 and an additional 40% in year 2.
- Finalized and negotiated product launch agreements with Turkey, Greece, Russia, China, and Korea.

#### **Awards & Accolades:**

- Winner of ‘Shining Performance’ for excellence in brand management and global product launch.

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**PFIZER, New York, New York • 1989-2002, 2003-2005**

The largest pharmaceutical company in the world; 80,000+ employees and annual revenues of \$50B+.

**Senior Brand Manager, Global Marketing (2003-2005)**

Held multiple roles including marketing specialist and consultant. Mentored, managed, and led 3 marketing managers. Held budgetary oversight of \$7.4M. Coordinated and led the strategic business development of the Vfend brand, liaising with peers and management to elevate and enhance sales in Europe. Orchestrated the development of sales materials, promotional booths, and marketing communications. Supported a Vicuron acquisition to bolster the Pfizer portfolio with 2 new products.

**Key Accomplishments:**

- Secured \$600M in growth by assessing antifungal usage patterns and new customer segmentation.
- Realized 46% sales in Europe and market share growth by 8% in 2005.
- Researched and identified a major flaw in a clinical trial and devised disaster recovery processes to mitigate loss, saving \$20M in business.
- Conceptualized, planned, and launched a 3-year communications program comprising of 15 advisory boards and global Congress presence.
- Generated \$450M in new opportunities by coordinating and leading life-cycle management processes.

**Professional Sales Representative (1990-1992)**

**Marketing Manager Internship (1989-1990)**

- Provided continual consultation for company, devising sales materials, market trend analysis, as well as, sales planning, marketing development, and process re-engineering.
- Hand-selected to author key components of CEO's quarterly briefing to Wall Street analysts.
- Dramatically exceeded sales quotas by +25% and by twice named to the Pfizer "All Stars" team.
- Delivered excellence on the blockbuster Norvasc brand, an Rx hypertension medication.
- Awarded multiple national sales awards for outstanding lead generation and business development.

**NOVARTIS AG, Basel, Switzerland • 2000-2003**

A global health care company with Rx, OTC and CPG divisions.

**Global Brand Manager, Basel, Switzerland**

Expertise in budget management (\$15M), market penetration, global market analysis, and brand development. Directed the \$1B global Lamisil franchise, overseeing the implementation of strategies and expansion of consumer and pharma marketing initiatives. Performed high impact presentation of findings and recommendations to senior management.

**Key Accomplishments:**

- Sustained a 4% increased market share despite a competitor market entry, and realizing \$1.8M in sales.
- Engineered a TV and print campaign and grew sales by 20-33% in US, Japan, France, and Germany.
- Supervised the development of \$20 MM media campaign (print & television)

**CAREER NOTE:** Additional experience as **Sr. Product Manager** for Frito Lay, PepsiCo, Plano, TX (1997-2000), **Senior Product Manager – New Business Development** and **Sr. Brand Manager** for Rold Gold Pretzel Brand. At Nestle', Glendale, CA, worked as **Brand Manager** (1993-1997).

**EDUCATION & CREDENTIALS**

**MBA, Marketing & Finance**, University of Chicago, Graduate School of Business, Chicago, IL  
**BA, Engineering & German**, United States Military Academy, West Point, New York

Dean's List, Distinguished Graduate, Presidential Nominee