

CLIENT NAME
1223 Street Name
City, State, Zip
777-777-7777
clientname@email.com

EDUCATION

University of Chicago Graduate School of Business **Chicago, IL**
MBA, Marketing & Finance **1991 - 1993**
Dean's List

United States Military Academy **West Point, NY**
BS, Engineering & German **1980 - 1984**
Presidential & Senatorial Nominee, Distinguished Graduate, Dean's List

PROFESSIONAL EXPERIENCE

SCHERING-PLOUGH **Kenilworth, NJ**
Director, Global Marketing **12/05 - Present**

Lead cross-functional business team of market research, manufacturing, finance & promotional agencies to launch new products. Ensure alignment of global business strategies with country marketing organizations to maximize growth potential.

- Designed and executed global strategies that included the identification of key market issues, critical success factors for the brands, brand positioning and messaging including competitive strategies.
- Executed global brand tactics in the areas of promotional campaigns, advocacy development, public relations and pricing.
- Orchestrated successful European, Latin American and Asia-Pacific launch meetings.
- Developed commercial inputs for manufacturing start-up procedures.

PFIZER **New York, NY**
Senior Brand Manager, Global Marketing **11/03-11/05**

Managed strategic business development of \$500 MM Vfend brand. Primary responsibilities included partnering with country management to grow sales in Europe. Supervised three marketing managers and managed \$7.4 MM HQ marketing budget.

- Convinced senior management of Pfizer Germany to modify their business strategy in order to revitalize sales. Product sales in Germany subsequently outpaced all other major European markets.
- Analyzed usage patterns and completed customer segmentation analysis to recommend critical new business strategy for the brand.

Professional Sales Representative **6/89- 9/92**

- Twice selected for membership into prestigious Pfizer "All Star" sales team.
- Won multiple national sales awards and offered early promotion to Senior Sales Representative

GERBER & NOVARTIS **Basel, Switzerland**
Global Brand Manager **2/00 – 10/03**

Responsible for \$1 BN global Lamisil franchise. Partnered with countries to ensure implementation of effective business strategies and expansion of consumer marketing efforts to grow market share & sales.

- Launched new global business strategy that increased market share from 52% to 56% despite entry of new competitor into the category.
- Managed the development of three new products to generate \$1.8 BN of future sales.
- Completed extensive market expansion strategy leveraging multi-media (television, print and radio) to grow the business in Europe and Japan.

Senior Manager, New Business Development

Responsible for the launch of a new business franchise. This innovative platform leveraged Novartis R&D to extend Gerber brand equity across incremental categories (dermatological, rehydration, nutrition & oral care categories) to generate sales 100% incremental to base brand.

- New business proposition recognized as the “most successful product launch in 2000” by Novartis CEO.
- Received promotion to Global Brand Manager and assignment to corporate headquarters in Switzerland.

PEPSICO

**Plano, TX
4/97 - 1/00**

Senior Product Manager – Rold Gold Pretzel Brand

Selected by SVP of Marketing to lead re-launch of \$225 MM Rold Gold pretzel franchise.

- Developed new business strategy & positioning platform after conducting extensive usage & attitude studies, product reformulation, SKU optimization, packaging redesign and competitive product analysis.
- Convinced CEO to implement comprehensive 3-year turn around plan designed to double market share through revised consumer communications, merchandising strategy and trade promotions.
- Led cross-functional team of Marketing, Product Development, Manufacturing, Market Research and Sales to execute re-launch 3 months ahead of schedule & \$300K below budget.

New Business Development Manager

Researched, developed & launched new "Now Foods" product proposition to source \$500 MM in incremental sales from the lunch & dinner categories previously dominated by companies such as Kraft.

- Business proposition termed "biggest new idea in years" by PepsiCo CEO.
- Developed motivating sales strategy and promotional materials that resulted in gaining 75% ACV in FDM channels within 6 months, thus exceeding management expectations by 150%.

NESTLE'

**Glendale, CA
6/93 - 3/97**

Brand Manager, Friskies PetCare

Managed Chef's Blend, Alpo Cat and Mighty Dog brands in highly competitive pet food category.

Responsible for P&L management, consumer & veterinary communications, trade promotions, new product development and agency supervision.

- Grew \$120 MM Mighty Dog brand and \$65 MM Chef's Blend brand to historical high market share & profit levels.
- Assisted in transitioning the Alpo cat food brand from Grand Met to Friskies PetCare.

UNITED STATES ARMY

**Germany & USA
1984-1989**

Commissioned Officer

Rapidly accelerated through military ranks while assuming increasing amounts of direct responsibility for personnel, materials & organizational readiness missions in active Army combat units.

- Selected by Division Commander to represent US at high visibility NATO events.
- Consistently rated in top 5% of officers' corps and promoted to Major in US Army Reserves.

PERSONAL

Strong German skills, enjoy skiing with family, extensive international exposure. Spouse is German citizen.