

MARC CENEDELLA

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C-LEVEL EXECUTIVE: Business Development

- Accomplished entrepreneur and executive leader with a strong portfolio of successes orchestrating the start-up, growth, and optimization of diverse businesses within online services, financial, and consumer goods export/import platforms.
- Reputable for elevating organizations into top revenue-generating entities, including TheLadders.com which is currently recognized as one of the top facilitators of online career advertising as well as provider of one of the most comprehensive searching tools for 6-figure jobs.
- Combine advanced business expertise with Ivy League education culminating in a Master of Business Administration degree from Harvard University.

Operations, Financial Management • Business Development • Online Marketing/Advertising
Business Services • Information Services • Negotiations • International Business
Organizational Development, Growth • Client Relations • Sales Development

PROFESSIONAL EXPERIENCE

THELADDERS.COM, New York, New York • 2002-Present

President/CEO

Primary leadership force of this highly successful, recognized, and profitable organization providing high-end job seekers with online career marketing tools accessed by an extensive, dynamic, and handpicked base of recruiters nationwide. Drive performance in the areas of corporate finance, marketing, and operations with a strong focus on service quality and profitability.

Major Contributions:

- Orchestrated company start-up and growth to 92 employees, fueling revenues 100%+ year-over-year and elevating corporate visibility within a highly competitive market.
- Propelled subscriber base to over 1.2 million through direct marketing, referrals, and successful leveraging of online marketing tools.
- Optimized subscriber services by spearheading expert selection of professional recruiter base specializing in diverse industries and geographic locations.
- Pioneered establishment of a unique searching tool for recruiters, facilitating searches for qualified clients and establishing TheLadders.com as a highly recognized entity in the field of online career marketing and job/candidate search. 78% of recruiter base considers TheLadders.com their #1 source for senior talent.
- Captured superior levels of client satisfaction, retention, and referrals by ensuring continuous provision of highest quality services.
- Served an instrumental role in the attainment of corporate recognition, including "Fast Company's Fast 50" for 2005, "Top 30 Job Board" by Weddle's, and "#1 Specialty Website" by ComScore MediaMetrix.

HOTJOBS.COM LTD, New York, New York • 2000-2002

Senior Vice President – Finance and Operations

Promoted to command financial and operational aspects of this highly profitable \$117M online recruitment advertising organization. Contributed to overall management of online marketing, business development, corporate development, and site content/community.

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Major Contributions:

- Generated over \$436M in cash/stock by orchestrating the sale of public company (NASD: HOTJ) to Yahoo!
- Propelled HotJobs to #1 ranking in traffic among career sites through implementation of low cost online marketing plan.
- Achieved 15% RIF, \$30M cost reductions, and elimination of non-core businesses by working collaboratively with management team throughout successful corporate restructuring.
- Captured 73% gain in shareholder value and delivered operating profitability in 7 months.

Vice President – Business Development

Spearheaded corporate/business development efforts encompassing the expert evaluation of business opportunities to stimulate revenue growth.

Major Contributions:

- Elevated organizational performance, boosting productivity 350-fold and slashing expenditures \$13M (87%) year-over-year through restructuring of online marketing and discovery of new venues.
- Successfully launched industry-leading affiliate program and established industry-leading newsletter network with 5.5 million subscribers.
- Recommended 2 highly profitable acquisitions following close analysis of 49 prospects.
- Eradicated over \$4M worth of under-performing deals, generating major organizational savings.

THE RIVERSIDE COMPANY, New York, New York • 1998-2000

Assistant Vice President – Private Equity

- Produced over \$317M sale revenues and 76% gross IRR through expert refinancing of fast-growing portfolio company.
- Spearheaded acquisition of a leading manufacturer of construction components.

FORBES PACIFICA TRADING COMPANY LLC, San Diego, California • 1995-1998

President/Founder

- Orchestrated the start-up (raised \$250K), development, growth, and sale of international trading firm focused on the exportation of pet foods to Japan.
- Fueled revenue growth from 0 to over \$3M following \$220K acquisition of UAX Co. (1997).
- Captured 24% net IRR from corporate sale in 1998.

GERBER CALIFORNIA INC., San Diego, California • 1993-1995

Business Development Manager

- Surpassed revenue objectives by 300% through strategic direction of import/export operations.

Career Note: Additional professional background includes role as Summer Associate – Investment Banking for Donaldson, Lufkin & Jenrette Securities Corporation (1997). Details on request.

EDUCATION

Master of Business Administration (High Distinction/Graduated in Top 5%)
Harvard University Graduate School of Business Administration, Boston, Massachusetts

Bachelor of Arts in Political Science
Yale University, New Haven, Connecticut