

Joseph P. Fiction

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PROFESSIONAL SUMMARY

- Highly skilled and dedicated sales and marketing executive offering an impressive 17-year background in the strategic leadership of national and international markets.
- Exceptional understanding of international sales strategies. Able to provide comprehensive solutions and direction in cross-cultural environments. Fluent in French, German and Japanese.
- Computer proficient in a wide range of operating systems and software programs.

Areas of expertise include:

- Sales & Marketing Growth
- International Account Development
- OEM & Business Partner Relationships
- Market Research & Feasibility Studies
- Total Quality Management Procedures
- Staff Leadership & Team Development

CAREER BACKGROUND

Executive Vice President; National & International Sales
ABC, Inc., Anycity, AS
May 2002 - Present

- Guide corporate strategies for the development and implementation of infrastructures in sales, marketing, research & development, engineering, manufacturing, finance, and administration.
- Developed sales/marketing plan in support of investor management of a \$10 million sales objective.
- Increased annual sales revenue by \$5 million within 17 months by establishing OEM and international distribution channels.
- Maximized profits through efficient vendor negotiations and contracts, and the identification and reduction of gratuitous cost factors.
- Company is currently recognized as #1 in the Industry, from a previous 24th position.

Vice President of Sales & Marketing
DEF Corporation, Anycity, AS
February 1998 - April 2002

Example ASCII Resume 2

- Brought on board to rescue failing sales, rejuvenate ineffective marketing programs, and resolve international logistics and U. S. Customs issues.
- Generated \$2.7 million in targeted business within six months.
- Developed and implemented strategic sales and marketing solutions with financials to support a \$3 million increase in new business revenue.
- Prepared annual updates to the marketing policy and assisted in preparation of annual fiscal plans.
- Negotiated contractual terms and provided consult to information providers in all principal decisions. Reviewed current contracts to determine modifications, renewals and terminations as situations dictated.
- Contributed to the recruitment, training and retention of top-caliber sales professionals, and developed a team that was proficient in all levels of sales and marketing operations.

Director of International Sales
GHI Company, Anycity, AS
January 1995 – February 1998

- Conducted bottom-up reorganization of international sales in preparation of major project release.
- Bolstered sales and marketing efforts to produce a 45% increase in prospects through the launch of two new products via trade shows, magazine ads, and direct mail campaigns.
- Implemented a first-of-its-kind international distribution training program for Asian and European distributors, generating a solid interest in company products in overseas markets.
- Developed promotional opportunities to increase income generation and sales, achieving an overall growth of 78% in the first year.
- Directed and maintained a \$1.5 million marketing budget.
- Instituted a system of team leads to organize, operate and mentor production team. Team leads were established in sales, marketing, product development, customer support, and systems engineering.

Executive Manager; Import/Export Merchandising
JKL Incorporated, Anycity, AS
December 1990 – December 1994

Example ASCII Resume2

- Managed largest revenue producing business unit, generating over \$24 million in annual revenue.
- Identified new import product opportunities, evaluated domestic buying offices and reduced overhead cost by over 40%.
- Coordinated team marketing activities to receive top national performance recognition at 400% of shipped unit business plan.
- Saved \$350K in operating costs through the development and implementation of an automated system to track, evaluate and reduce product deficits.
- Researched and designed new advertising program to utilize \$250K of co-op advertising, successfully increasing sales and market penetration of suppliers in the \$2-\$4 million range.
- Negotiated with U.S. and international companies to create strategic export programs that succeeded in exceeding sales targets while ensuring high standards of service and quality.

Manager; Sales & Risk Management
MNO Inc., Anycity, AS
January 1988 – November 1990

- Successfully positioned company to emerge from bankruptcy through diversification, creation of effective reporting, and development of risk analysis procedures in both marketing and merchandising.
- Introduced strategic merchandising plan that met the unique needs of a high level client and a specific market segment, increasing gross margin by 3.5 points and securing \$24 million in sales.
- Directed formulation of franchise and distributor agreements.
- Led a professional team of 125 sales executives in eight countries.

EDUCATION

University of Import, City, AS . . . 1988

- Master of Business Administration (MBA)
Emphasis in International Business

University of Import, City, AS . . . 1985

- Bachelor of Science degree
Business Management & Marketing

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PROFESSIONAL ASSOCIATIONS

- Business Marketing Association
- American Marketing Association
- American Management Association
- Association for International Business
- Association of Management Consulting Firms
- International Association of Business Communications

KEYWORDS

Executive, Manager, Business, Operations,
Vice President, Marketing, Sales, International,
National, OEM, Distribution, Product, Development,
Research, Logistics, Strategic, Market, P&L, Contracts,
Negotiation, Diversification, Policies, Procedures,
Standards, Standardization, Merchandising, Reporting,
Finance, Accounting, Consultant, MBA, Fluent in:
English, German, French, Japanese

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