

# JOSEPH P. FICTION

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## SALES & MARKETING EXECUTIVE

*Offering an impressive 17-year leadership background in national and international markets*

### **Operations Management   Sales & Marketing Growth   Profit Gain Strategies   Team Leadership**

Exceptional understanding of international sales strategies. Provide comprehensive solutions and direction in cross-cultural environments. Fluent in French, German and Japanese.

- Sales Operations Management
  - International Account Development
  - OEM & Business Partner Relationships
  - Market Research & Feasibility Studies
  - Total Quality Management Procedures
  - Staff Leadership & Team Development
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## PROFESSIONAL EXPERIENCE

### **EXECUTIVE VICE PRESIDENT; NATIONAL & INTERNATIONAL SALES**

**ABC, Inc.**, Any City, State

**May 2005 – 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 \$10MM sales objective.
- Increased annual sales revenue by \$5MM 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**, Any City, State

**February 2003 – April 2005**

- Brought on board to rescue failing sales, rejuvenate ineffective marketing programs, and resolve international logistics and U.S. Customs issues.
- Generated \$2.7MM in targeted business within six months.
- Developed and implemented strategic sales and marketing solutions with financials to support a \$3MM 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**, Any City, State

**January 1999 – February 2003**

- 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 \$1.5MM 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**, Any City, State

**December 1994 – December 1998**

- Managed largest revenue producing business unit generating over \$24MM in annual revenue.
- Identified new import product opportunities, evaluated domestic buying offices and reduced overhead costs by over 40%.
- Coordinated team marketing activities to receive top national performance recognition at 400% of shipped unit business plan.

**EXECUTIVE MANAGER; IMPORT/EXPORT MERCHANDISING – CONTINUED:**

- 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 \$2MM to \$4MM 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.**, Any City, State

**January 1990 – November 1994**

- 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 \$24MM in sales.
  - Directed formulation of franchise and distributor agreements.
  - Led a professional team of 125 sales executives in eight countries.
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**EDUCATIONAL ACHIEVEMENTS**

**University of Import**, City, State

**1995**

- **MASTER OF BUSINESS ADMINISTRATION (MBA)** – Emphasis in International Business

**University of Import**, City, State

**1985**

- **BACHELOR OF SCIENCE IN BUSINESS MANAGEMENT & MARKETING**
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**PROFESSIONAL ASSOCIATIONS**

- Business Marketing Association
  - American Marketing Association
  - American Management Association
  - Sales & Marketing Executives International
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**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