

# Joseph P. Fiction

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## PROFESSIONAL SUMMARY

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

## SALES & MARKETING EXPERIENCE

### **Executive Vice President; National & International Sales**

**ABC Inc., Any City, 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.

### **Vice President of Sales & Marketing**

**DEF Corporation, Any City, AS**

**February 1998 – April 2002**

- 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.

### **Director of International Sales**

**GHI Company, Any City, AS**

**January 1995 – February 1998**

- Produced 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.
- Top national performance recognition at 400% of shipped unit business plan.

## EDUCATION

**University of Import, Any City, AS**

- Master of Business Administration (MBA) – Emphasis in International Business
- Bachelor of Science – Emphasis in Business & Marketing