

Joseph P. Fiction

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Any State 09876

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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