

Nicole T. Ryerson

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SENIOR SALES & MARKETING MANAGEMENT EXECUTIVE

- ~ Consumer Packaged Goods & Appliances Expertise ▪ Mature, Start-Up & Turnaround Operations ~
- ~ International Background - North/South/Central American & European Markets ~
- ~ Valuable Network of Contacts Spanning Nearly All Mass Market Distribution Channels ~

Deeply accomplished and results-driven senior sales and marketing management executive with a consistent, documented record of developing new, profitable multimillion-dollar revenue streams and opening thousands of new distribution points. Motivated by internal standards of excellence to overachieve expectations and exceed all set goals. Highly successful driving high-value revenue and profit gains, large-scale cost savings, and improved organizational productivity and performance.

Professional Experience

XXXXXXXXXX – City, ST

19XX – 20XX

(One of the world's largest consumer battery and lighting device companies with \$1.3 billion sales in more than 115 countries globally.)

MANAGING DIRECTOR, XXXXXXXX (20XX – 20XX)

Promoted to increase base of customer distribution in consumer retail channels within Europe, the Middle East, and Africa, a challenge previously attempted and failed by predecessors. Provided leadership that won brand recognition and product placement in Europe's most recognized DIY, electronics, and food retailers, generated dramatic category growth, and ramped customers' GMROI to new highs. Established XXXXXX brand as the #1 preferred value brand in the U.K.

Led 150+ staff and managed P&L. Guided organizational restructuring and change management initiatives that transformed the organization into cross-functional, customer-focused teams that produced striking increases in internal efficiency while improving responsiveness and solutions to customers' challenges.

Key Results:

- Drove 39% profitable revenue growth to a high of \$75 million while strengthening asset velocity 35%.
- Doubled operating profit to \$8 million in 20XX from original \$4 million in 19XX.
- Added 2,500 new distribution doors and increased consumer retail channel sales 59% to \$43 million.
- Slashed operating and overhead costs \$12 million and increased cash flow \$3 million.
- Boosted consumer division operating margin to 9.4% from original 5.6%.

VP, GLOBAL SALES OPERATIONS (20XX)

Selected for short-term assignment to lead sales, marketing, and supply chain integration team following acquisition of a Latin and South American battery company. Required visionary leadership to overcome problems associated with highly decentralized nature of enterprise, inconsistent inter-company product transfer prices, unsuitable landed costs, and unacceptably high inventory levels. Formed a global sales team and implemented process to better serve Wal-Mart on an international basis, including the U.K., Mexico, Korea, and Argentina.

Key Results:

- Completed assignment 50% ahead of schedule, achieving all goals in just 3 months.
- Won recognition as 1 of 5 original global suppliers to Wal-Mart, leading to new business worldwide.
- Laid groundwork that fostered a 25% increase in Latin American sales within 1 year of acquisition.
- Cut excess inventory \$20 million in 6 months.

VP, NORTH AMERICAN SALES (19XX – 20XX)

Advanced to direct all sales and marketing for a \$320 million consumer products business, including leadership of 215 sales, marketing, merchandising, and business analysis staff. Accelerated organic growth with existing customers and developed new revenue streams by maximizing distribution and positioning products in nearly every mainstream retail distribution channel. Restructured organization into customer-focused teams, successfully solving problems with poor performance in customer delivery metrics and increasing efficiencies in promotion planning cycles and promotions' speed to market.

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VP, NORTH AMERICAN SALES CONTINUED**Key Results:**

- Generated record-setting sales and earnings for 6 consecutive quarters.
- Tripled business with Sears to \$20 million, growing to distinction as company's 3rd largest customer.
- Produced 55% improvement in on-time, accurate, complete shipments to customers.
- Expedited speed-to-shelf for new promotions and products 166%, cutting required time 5 months.
- Earned honors for company as *Vendor of the Year* at ShopKo and Wal-Mart Canada.

VP, CONSUMER SALES (19XX – 19XX)

Recruited by CEO to drive new, profitable revenue streams and lead expansion of retail distribution. Headed a 32-person team and managed all sales and channel marketing for the \$120 million business. Held dotted-line responsibility for 80 retail-merchandising representatives. Took over during a period of sluggish sales and restructured the organization to achieve 15% growth targets. Reduced headcount 15% and launched new customer consulting partner program.

Key Results:

- Jumpstarted stagnant sales and surpassed net sales and sales margin plans for 8 consecutive quarters.
- Produced \$30+ million new and incremental business in just 2 years.
- Penetrated 4,000 new distribution points including supermarkets, hardware stores, and auto centers.

Xxxxxxxx – City, ST**19XX – 19XX**

(Manufacturer of water treatment products for consumer markets.)

SALES MANAGER, CONSUMER DIVISION

Joined senior management team to introduce to market a new product line of consumer appliances into traditional retail channels of distribution, including department stores, warehouse clubs, and home centers. Built a full-scale sales organization from the ground up, recruiting and training 2 regional sales managers and 13 manufacturers' rep organizations. Devised and implemented all aspects of commercial programs.

Key Results:

- Achieved \$12 million revenue target in first year of company.
- Opened over 4,500 new doors of distribution in just 3 months.

Xxxxxxxxxxxx – City, ST**19XX – 19XX**

(\$180 million marketer and manufacturer of floor care cleaning appliances.)

VP, SALES AND MARKETING (19XX – 19XX)**VP, SALES (19XX – 19XX)****NATIONAL SALES MANAGER (19XX – 19XX)****EASTERN REGIONAL SALES MANAGER (19XX – 19XX)**

Progressed on the fast track through positions of increasing challenge and responsibility to lead a 25-person organization and direct all strategic marketing and sales plans for the mass retail market, including direct mail response, TV home shopping network customers, and home centers. As VP of sales, charged with recovering lost customer bases and rebuilding revenues following Chapter XI bankruptcy and reorganization of company.

Key Results:

- Honored as *Vendor of the Year* at Target (2x), Venture Stores (2x), ShopKo, and Fingerhut.
- Named *Vendor of the Quarter* by Wal-Mart 3 times.
- Introduced product line extensions that contributed \$10+ million incremental operating profit.
- Produced a QVC infomercial that sold 20,000 units in 4 hours, a record to this day.
- Grew sales 86% to \$164 million in just 3 years and built total company share of market 30%.
- Doubled business to \$130 million between 19XX and 19XX while reducing headcount 22%.

* Early career as a sales representative and unit sales manager with Xxxxxxxx Company.

Education: Bachelor of Arts, Economics – College of Xxxxxxx – City, ST

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