

Job Search Master Class® Sample Resume

Scenario: Multiple Positions in One Company

First Last

Pembroke Pines, FL 33029 ♦ +1.000.367.2906 ♦ sample@outlook.com ♦ <http://www.linkedin.com/in/sample>

SUMMARY

Market Development Leader

Top-performing Strategic Partnerships and Alliances leader. Expert at establishing and managing the overall engagement, development, and retention of key partnerships. Creates and executes go-to-market (GTM) strategies in the U.S. and Latin America. Skilled at building cross-functional and cross-geo relationships that result in high-revenue impact and increased market share. Fluent in Portuguese, Spanish, and English.

Sales | GTM Strategy Creation | GTM Execution | SMB | Mid-Market | Channel Marketing | Cloud Services | SaaS | PaaS | Mobile | Channel Partners | ISV | VAR | Product Marketing | Field Marketing | Alliance Management | Cross-Team Collaboration | Leading Teams

PROFESSIONAL EXPERIENCE

HEWLETT-PACKARD (NYSE: HPQ, Fortune 15th)

2009 – 2014

Information technology multinational that provides systems, software, infrastructure, and services to the world.

Sr. Manager, Global Strategic Partnerships – SMB and Distributed Enterprise, PTP-PPS

2012 – 2014

Owned GTM strategy execution and all business development (BD) activities in the areas of content and mobility for SMB-SME segment of Web Services Global Business Unit. Identified, negotiated, and managed partnerships.

- **Partner Innovation:** Spearheaded mobility initiative to unlock content from iOS/Android smartphones and tablets for its delivery to web-connected printers. Result: Opening \$20B addressable market with \$4B opportunity and \$720M/y revenue plan.
- **New Partner Development:** Forged alliances to provide innovative cloud services. Result: 25+% device usage uplift, 73 countries coverage, 16% adoption rate of registered devices in the US, 750k active subscribers, and 9+ month retention.
- **Go To Market (GTM) Strategy Development:** Created and executed SMB GTM strategy. Result: 10% retail sales uplift, measured by 2 top US retailers.
- **Deal Negotiation:** Negotiated and secured digital content licensing and distribution agreements with 10+ top global brands including Forbes, Bloomberg, The New York Times, Associated Press, Tony Robbins, FT, and Mind Tools.
- **New Business Model Development:** Conceptualized, modeled, and led approval to build capability to capture, manage, and deliver secured content; enabling path to paid subscription services and targeted communications with \$100M/y revenue projection.
- **Senior Level Engagement:** Engaged with mobile application developers, independent software vendors (ISVs), and system integrators to explore market opportunities. Result: Generated 10 C-level negotiations with top players in the U.S. market.

Sr. Global Strategic Accounts Manager - SMB and Distributed Enterprise, IWS-PTP-PPS **2010 – 2012**

Created partnerships with top global brands to build cloud services revenue streams under rev-share model. Led GTM strategy definition and execution to drive hardware sales, average unit price increase, and supplies uplift.

- **Strategy-through-Execution:** Developed and executed GTM strategy for mid-market segment that evolved into new HP global web-service.
- **Global Execution:** Led global engagement with top global brand prospects while coaching regional execution team.
- **Drive Revenue Growth:** Achieved 50+% platform revenue share from business productivity and content Apps targeted to SMBs.
- **Services Launches:** Managed development and launch of web services resulting in 3+% annual SMB-enterprise device share gain.
- **Product Portfolio Development and Partnerships:** Built SMB product portfolio, managed funnel, and secured partnerships with top global web-services brands including Google, Box, Stamps.com, Manager Tools, Fidelity, Intuit, LinkedIn, Reuters, CNBC, and Dropbox.
- **Cross-Team Leadership & Collaboration:** Drove top HP partner resources across sales, technical and Mkt development to execute joint revenue goals.

Worldwide Business Development Manager - OEM, EPS-PTP-PPS **2009 – 2010**

Established OEM partnerships for specialty printing technologies group and led sales efforts for All-in-One high-volume industrial printer for use in packaging tracking and to streamline enterprise workflows.

- **Negotiation Leadership:** Led negotiations with Top 5 logistics companies, including UPS. Result: \$30M/y deal highlighted in national TV ads.
- **Global Partner Expansion:** Created 8 global private label and OEM channel partners in the US, UK, Germany, Italy, Spain, and Brazil.
- **Program Leadership:** Headed program, from concept to prototype, to create high-speed and high-capacity print-and-apply industrial label printing platform; forged strategic alliance to enable \$1M financing for development and field testing.
- **Vertical Solution Development:** Created new solutions for top vertical markets. Result: Opened Transportation & Logistics and Manufacturing.

ZEBRA TECHNOLOGIES Corp. (NASDAQ: ZBRA) **1998 – 2008**

\$2B Company serving 95% of Fortune 1000 with broadest portfolio of thermal printers, radio frequency identification products, and real time locating systems to provide visibility into assets, transactions and people.

Manager of Sales & Marketing, Latin America Region

Reported to GM with P&L responsibility. Created regional offices and organization; led all Sales (B2B, B2G), Marketing, and technical activity. Headed regional revenue plans and GTM strategy to meet or exceed corporate goals.

- **Channel Start-Up:** Developed, from scratch, \$80MM first in industry channel business. Result: 20+% profit-margin, double-digit growth, and profitable local operations (Sales, Marketing, and Tech Support) in Brazil, Mexico, Argentina, and Miami.
- **Share Growth:** Achieved 60+% Latin America Region market share, with highest worldwide profit-margin contribution.
- **Manufacturing Innovation:** Enhanced local competitive position through first in industry manufacturing initiative in Manaus, Brazil to offer “Made in Brazil” labeled products. Result: Increased operating profit by 14% and boosted market share to 70+%.

- **Government Contract Negotiation:** Captured several multi-year government programs for sales of services and supplies. Result: 30%+ profit margin.
- **Multi-Channel Strategy:** Created and executed multi-channel GTM strategy including second tier Distributors in main markets, value added resellers (VARs), system integrators, and major direct accounts. Result: Provided unmatched market coverage.
- **Organization Building and Training:** Built, hired and trained professional regional organization that included inside sales, pre-sales engineering, sales, channel marketing, and tech-support associates.
- **Vertical Market Leadership:** Achieved a commanding leadership position in a highly competitive industry with predominant share in main verticals including Financial Services, Manufacturing, Transportation & Logistics, Security, and Healthcare.
- **New Product Portfolio Development:** Established multiple new product portfolios, and subsequent generations, by leading Product Management and Marketing teams. Result: Delivered key product differentiators, enhancements, and innovations.

ADDITIONAL EXPERIENCE

FUGARISA, Venezuela - VP of Business Development

RIVPO, Venezuela - Engineering & Customer Service Manager

EDUCATION

- **M.B.A. Global Management,** University of Phoenix, U.S.A.
- **B.S. Computer Science Engineering** - Electronics, Fermin Toro University, Venezuela
- **A.B.A. Business Management** - Marketing, Antonio Jose de Sucre Institute of Technology, Venezuela
- **A.I.T. Industrial Engineering,** School of Industrial Technologies, Venezuela
- **Harvard** - Management Skills training.