

Robert Jones

Career record of identifying and leveraging unstoppable trends as an early mover to drive bottom-line growth.

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Entrepreneurial-Minded Senior Executive

- ✓ Forward-thinking business executive who achieves ROI-driven results by linking integrated marketing strategies to metrics-based business drivers. Record of driving profitable revenue growth from the ground up through clearly defined strategies and thoughtful management of P&L and investment budgeting.
- ✓ Creative risk taker and problem solver who champions new ideas with a strict focus on bottom-line results. Incisive ability to make tough business decisions to transform organizations with forward-thinking strategies. Build a culture of enthusiasm and excellence through exceptional leadership of people.
- ✓ Able to manage through enormous change, articulate challenges, and keep teams focused and dedicated. Expertise in building client confidence to open doors and secure sales and investments. Digital native who leverages blend of classical and digital marketing skills and technology to achieve competitive edge.

Areas of Expertise:

- Strategic Visioning & Implementation • Data-Driven Business Transformation • P&L Management • Cashflow Optimization
- Sales Analytics & Metrics Development • Multi-Million Dollar Deal Structuring • Sales Management • Product Development
- Team Development & Leadership • Market Analysis & Forecasting • Target Marketing & Penetration • Contract Negotiations

PROFESSIONAL EXPERIENCE

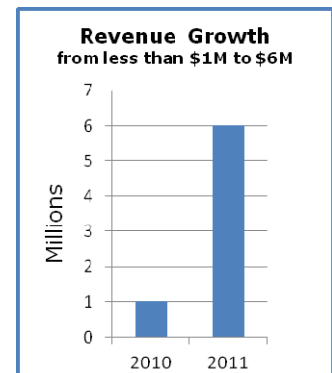
ABC COMPANY, Menlo Park, CA • 2011–present

Chief Operating Officer

In less than one year, drove exponential business growth through executive ownership of strategic planning process, focusing on Marketing, Sales, Technology, and HR. Drove unwieldy post start-up organization to the next level. Infused operational discipline and positioned company for tremendous growth.

Grew sales 800%, from less than \$1M to \$6M, 2010 to 2011.

- Created lead generation/nurturing programs that drove qualified prospects at 35% less in cost per lead. Expanded Web visitor flow 5X. Doubled lead opportunity conversion rate 15%. Improved opportunity to sales conversion 50%.
- Developed and directed all integrated marketing and communications strategies, ensuring continuity of corporate brand consistency and distinction.
- Deployed digital marketing plan and sophisticated new media strategy, including video, content marketing, blogging, social media, and SEO.
- Built sales organization from the ground up, including sales plan and metrics, Salesforce.com, and all support materials. Spearheaded intensive sales training program that built high-performance sales team.
- Instituted a new hiring and evaluating process, developed performance management tools, wrote employee manual, and ensured all legal aspects of employment. Built strong rapport with personnel and won the respect of senior executives.



MARKETING COMPANY, Palo Alto, CA • 2010

Chief Buzz Officer

Leveraged digital marketing tools to transform clients' businesses forward by integrating structured marketing campaigns including SEM, PR, lead generation/nurturing systems, and social media optimization (LinkedIn, Facebook, Twitter, blogs).

- Created a digital marketing blog to cut through the "noise" and pinpoint what really matters in the digital marketing world to develop brands and drive business.
- Developed and led social media training program to enable client to establish social presence with customers.

PRINTING COMPANY, Stanford, CA • 2004–2010

Founder and Managing Partner

Achieved aggressive growth by effectively harnessing the sustainability trend in the B2B space. Became a thought leader through writing, speaking, and industry engagements. Developed business roadmap and led sales growth through strategic planning, business expansion into new products/markets, and relationship building.

Transformed stodgy digital printing company with \$350K in sales and grew to \$3M business with 50% CAGR.

- Acquired and grew company, then launched green brand with break-through concept and proprietary product line, which delivered 30% of business sales in 2 years. Grew business into #1 green brand in event sector.
- Launched successful digital marketing strategy that achieved #1 Google rank on multiple key words, magnetized 8,000 Twitter followers within 1 month, and transformed website into a lead generation machine with 40% in new business.
- Sourced, secured, and nurtured significant B2B account client base that included Bloomberg, Rhodia, Schering-Plough, Mattel, Dell, Ricoh, International Hotel Group, Prudential, and Telcordia.
- Increased close rate 20% year over year by creating sophisticated sales, CRM, and metrics system and by re-inventing business development process focusing on lead generation, qualifications, scoring, and nurturing.

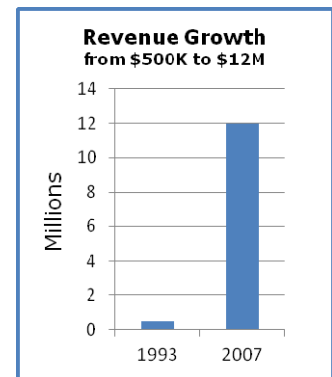
XYZ Company, Stanford, CA • 1993–2007

Vice President New Product Development (2006–2007) | Managing Director (2003–2006) | Audit Director (1996–2003) | Senior Auditor (1993–1996)

Drove consistent revenue gains, increasing sales 10X in 6 years through effective leadership of people and processes. Profitably built the organization from 2 employees into a 50-member enterprise by 2002 acquisition, with 100 employees by 2007. Achieved \$20M in sales revenue, meeting/exceeding budget each year with double digit growth rates.

Grew \$500K company into a \$12M professional services business.

- Re-engineered audit process, resulting in 15% cost reduction and doubling of revenues over 3 years.
- Built organization, staffed team, and developed strategic plan to launch new technology into retail pharmacy market, deploying new products to 3 key accounts.
- Managed multiple key accounts in the retail and commercial space, including Rite Aid Corp., Tyco, and Barnes & Noble.
- Developed client proposals and negotiated complex, multi-year, multi-million dollar contracts working under intense competitive pressure.



Supervised 100 associates. Reported directly to the Executive Vice President US Operations.

Prior Experience:

Manager, Consumer Marketing, QWE Corporation, 1990–1993 | Associate, Strategy & HR Consulting, AB Group, 1988–1990

EDUCATION

MBA, Graduate School of Business, Stanford, CA, 1990

BS, Economics, Haas School of Business, University of California, Berkeley, 1988

PROFESSIONAL AFFILIATIONS & ACTIVITIES

- UCB Initiative for Global Environmental Leadership, member
- Articles and quotes in Businessweek.com, Forbes.com, Tradeshow Week, XX Monthly, Exhibitor Magazine, XX Enterprise Report, Corp Magazine, Digital Graphics, and XX Enterprise.
- Presentations at Green Brands, TS2 Show, Wastewise, and XX Chamber of Commerce.