

NAME

Address
Address

Residence Telephone

Business Telephone

SUMMARY

Goal-oriented executive manager with a solid record of achievement in a variety of demanding entrepreneurial and established retail environments • Keen understanding of the critical relationship between the marketing function and sales performance • Demonstrated ability to analyze complex situations, design innovative solutions, and implement practical plans • Strong background in marketing, management, finance, and distribution including vendor relations, strategic planning, and staff training & development • History of rapid performance-based promotions.

PROFESSIONAL EXPERIENCE

CORPORATE HEADQUARTERS

CITY, STATE

(27 store east coast retail chain • \$600M+ annual sales)

Senior Marketing Manager / Major Appliances - Sep 87 to present

(2nd largest buying group in company • Approaching \$100M sales for FY '88)

- Selected to Key Management Group comprised of company members director level and above. Participation is based on accomplishment and importance of management area.
- Collaborated with top management to devise & implement strategic plan to reverse downtrending sales/margin.
- Introduced several new business categories and expanded others.
- Responsible for bottom line financial planning and management.

Buyer / Records, Tapes, Video - Feb 84 to Sep 87

(Bottom line responsibility for 6 departments • Total annual sales up to \$28.5M)

- Spearheaded 385% gain in sales volume of CD and video products within one year.
- Developed and executed a Video Rental strategy which positioned company as a leader.
- Successfully planned and executed the creation of a 10,00 square foot music and video department for new store opening in City, State, which became leader in chain.
- Strategically repositioned the music business to take full advantage of consumer trends.
- Received company Marketing Innovation Award for development of a targeted direct mail program.
- Mentored two associate buyers who subsequently were promoted to buyers.

Assistant Buyer / Photo - Mar 83 to Feb 84

(Managed 2 departments • \$10M total annual sales)

- Directed all activities related to vendor relations, product planning, promotion, fore-casting, strategic planning, and training.
- Developed successful Binocular strategy which increased sales by 60%.
- Created sales training format subsequently adopted as company model.

CAMERAS, ETC.

CITY, STATE

Buyer - 1982 to 1983

(Purchased photographic merchandise for a chain of 3 retail camera stores • \$4M annual sales)

STREET CAMERA

CITY, STATE

Owner/Manager - 1980 to 1982

(Co-founded and managed a personalized, high-volume retail/wholesale camera business • Sales concept unique to local market • \$2M+ annual sales • Negotiated profitable sale of company)

WAREHOUSE & DISTRIBUTION CENTRE

CITY, STATE

Delivery Manager - 1978 to 1980

(Various positions including delivery, receiving, and stock manager)

PARCEL SERVICE

CITY, STATE

Supervisor - 1976 to 1978

EDUCATION

COLLEGE

CITY, STATE

Master of Business Administration Candidate

UNIVERSITY

CITY, STATE

Bachelor of Arts - 1978

CONTINUING EDUCATION COURSEWORK

Dale Carnegie Course - Public Speaking

National Retail Management Association Seminar - Maximizing Profits

Adult Education Center - Advanced Investing

References available upon request