

JANET MCCULLOUGH

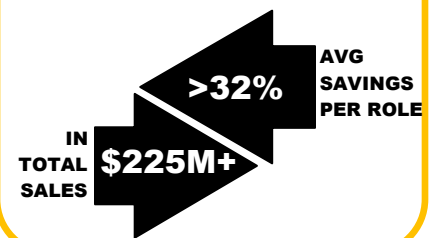
SENIOR BUSINESS DEVELOPMENT EXECUTIVE

WIRELESS COMMUNICATIONS | IT | ENTERPRISE SOFTWARE/SAAS

FEARLESS MARKET DISRUPTOR WHO LED \$70M CHANNEL START-UP

- Expert business development executive who drives triple-digit revenue gains in Fortune 500 telecom carriers. Passionate about mobile technologies.
- Catapult products from near-zero to #1 market share while building sustainable multibillion-dollar revenue. Relentless focus on excellence.
- Leverage deep trends insight to outperform market and projected revenue. Gifted at perceiving + seizing the winning deal. Earned Duke MBA.

OPERATIONAL IMPACTS



DIRECTOR OF BUSINESS DEVELOPMENT | NEWLINE MOBILE | CHICAGO, IL | 2009 – PRESENT

COMPANY

\$10B GLOBAL SPEECH TECHNOLOGY FIRM.

ROLE

LEAD START-UP OF \$150M DIVISION.

TEAM

17 SALES + BUSINESS DEVELOPMENT STAFF | \$31M BUDGET

SALES SNAPSHOT

198% YOY AVG

\$53M REVENUE

CHALLENGE

- RELAUNCH NORTH AMERICAN SALES.
- SPEARHEAD DEVELOPMENT OF FEDERAL MARKET.

ACTIONS

- PAVED THE WAY FOR \$230M VOICEMAIL-TO-TEXT LAUNCH IN NORTH AMERICA.
- STRATEGIZED DEVELOPMENT OF VISUAL VOICEMAIL PRODUCT WITH \$73M POTENTIAL.
- FUELED NEXT-GEN MESSAGING PRODUCT DEVELOPMENT FOR WIMAX DEVICES.
- INITIATED AN \$80M GLOBAL PIPELINE FOR A NEW VOICEMAIL PRODUCT.

IMPACT

- CAPTURED \$75M IN NEW MARKET DEVELOPMENT + \$49M IN BOOKINGS.
- OVER-ACHIEVED \$10M VOICEMAIL-TO-TEXT TARGET BY \$7M.
- EXTENDED FIRST-TIME REACH INTO \$1B LATIN AMERICAN MARKET.
- SET THE STAGE FOR \$106M IN FUTURE SALES + 10X INVESTMENT AS M+A LEAD.

ACCOUNT DIRECTOR – CARRIER SALES | VERIZON WIRELESS | ATLANTA, GA | 2004 – 2009

COMPANY

\$80B MULTINATIONAL WIRELESS COMPANY.

ROLE

GROW MARKET PRESENCE WITH TIER 1 CARRIERS.

TEAM

12 SALES + PRODUCT DEVELOPMENT STAFF | \$18M BUDGET

SALES SNAPSHOT

183% YOY AVG

\$26M REVENUE

VERIZON ACCOUNT DIRECTOR EXPERIENCE – CONTINUED

CHALLENGE

- EXPAND NORTH AMERICAN MARKET SHARE.
- REVAMP US MARKET STRATEGY + PRODUCT DEVELOPMENT.

ACTIONS

- EXTENDED MARKET FOOTPRINT FROM A CORE DEAL.
- PIONEERED GO-TO-MARKET STRATEGY FOR SOCIAL NETWORKING PRODUCT.
- FUELED NEXT-GEN MESSAGING PRODUCT DEVELOPMENT FOR WIMAX DEVICES.

IMPACT

- BOOSTED NORTH AMERICAN MARKET SHARE 69%.
- PENETRATED CANADIAN SOFTWARE MARKET FOR THE FIRST TIME IN VERIZON HISTORY.
- WON VERIZON'S LARGEST-EVER SOFTWARE DEAL (\$17.5M).

SENIOR SALES + BUSINESS DEVELOPMENT EXECUTIVE | MOBEEL | NEWARK, NJ | 2000 – 2004

COMPANY

\$8M GLOBAL DATA COMMUNICATIONS PROVIDER.

ROLE

DEvised C-LEVEL PRODUCT LAUNCH STRATEGIES.

TEAM

MANAGED 8 MOBILE COMPUTING SALES REPS.

SALES SNAPSHOT

212% YOY AVG

\$7.5M REVENUE

CHALLENGE

- LAUNCH CARRIER BUSINESS IN 1 YEAR.
- PENETRATE REFERRING ACCOUNTS.

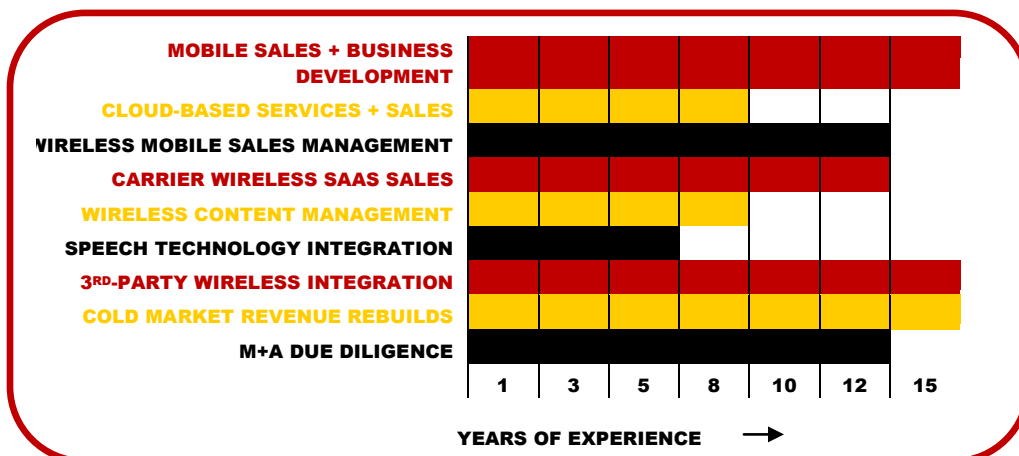
ACTIONS

- BUILT OUT RETAIL + CARRIER SALES CHANNELS.
- EARNED TRUSTED PARTNER STATUS WITH LEADING DOMESTIC CARRIERS.

IMPACT

- FORGED \$12M PIPELINE IN 6 MONTHS.
- DROVE CARRIER REVENUE FROM 0 TO \$9M PROFITABILITY IN <18 MONTHS.
- PRODUCED +\$7.5M IN NEW REVENUE + FIRST FLAGSHIP PRODUCT DEAL (\$4.2M).

BUSINESS DEVELOPMENT SKILLS SNAPSHOT



“JANET IS A PIONEERING THINKER WHO SHINES AT CONCEIVING NEW PRODUCTS, DEVELOPING NEW MARKETS, AND DRIVING NEW LAUNCHES. HER ABILITY TO PENETRATE ACCOUNTS + STIR DEMAND IS UNPARALLELED. SHE’S A GREAT TEAM LEADER TO BOOT.”

➤ **FRANK GRANTHAM | CEO OF NEWLINE MOBILE**

RESUME STRATEGY

Janet is a dynamic go-getter who wanted a dynamic resume to match her personality and career achievements. Originally she requested an infographic format, but when I explained the problems inherent with those and shared my concerns about her editing the document on her own (Word isn't a strength of hers), she opted for a modified infographic style.

Relying on strong graphics and colors, I kept sentences short and results-laden. Although this is a very non-traditional resume, it works for Janet's personality and purpose. She shared it with her extensive network and soon received invites for interviews with 4 companies. After multiple interviews with each she received offers from 3 of them and is presently honing in on her ideal next role.