

John Hofmann

2300 Longmeadow Street
San Diego, CA 92110
Mobile: 858.348.2000

Email: john.hofmann@cellulartelcom.com

**Provide Revenue-Generating Sales Leadership
through Actionable Knowledge and a
Quality-Oriented Focus**

Seeking position as ...

*** ASSOCIATE DIRECTOR – SALES OPERATIONS ***

Professional integrity, a “big picture” focus, and a commitment to listening to the needs of others are cornerstones to developing a successful career at Cellular Telcom. **Creative problem-solving and excellent communication skills** support my ability to gather, analyze, and disseminate critical information that makes a difference in increasing market share and revenues. *Demonstrated transferable skills include the following:*

sales forecasting / budgeting / consultative selling / prospecting / staff management & employee training / contract negotiation / creative marketing / accurate report documentation

PERFORMANCE HIGHLIGHTS & BENCHMARKS

- ✓ **Ranked #1 salesperson for entire Enterprise Data Sales Organization at 219%** (next best 209%).
 - Data lines ended at 25,645 on a target of 14,500 (177% of plan).
 - New data projects ended at 39 on a target of 11 (355% of plan).
 - Sales forecast within 3% of actual results for entire year.
- ✓ **Earned #2 overall ranking** in penetrating new accounts not previously contracted with Cellular Telcom (10).
- ✓ **Earned #3 overall ranking** in total account penetration projects (39).
- ✓ **Kellogg School of Management — completion of financial training.**

PROFESSIONAL WORK CHRONOLOGY

CELLULAR TELCOM

1999 – Present

Manager – Enterprise Data Sales (8/05 – PRESENT)

Scope: Served as solutions architect in the Finance, Insurance, and Professional Services verticals to 80 large-scale accounts in the West Area.

- **Lead team member for annual Midwest Sales Summit** facilitating vertical training to 500+ sales professionals.
- Completed competitive global analysis providing significant guidance to senior management for design of future global strategy.
- Assisted in mentoring three new team hires who achieved 150%+ of quota for the next two quarters.
- Led 15 training and solution sessions for recently merged business division, Cellular Telcom Business.
- **Increased Web traffic 400% in two months** after leading the redesign of internal team website.

Manager – Data Implementation (9/04 – 8/05)

Scope: Served as Midwest area data expert to 14 sales engineers, 25 sales consultants, and 22 solutions managers across a 14-state region.

- Project managed 25+ large-scale implementations of strategic data solutions.
- Interviewed by media on 20+ occasions to discuss new product launches.
- **Hand-picked by General Counsel to serve as subject matter expert** in customer arbitration resulting in \$150K award to Cellular Telcom.

Data Sales Consultant (1/02 – 8/04)

Retail Sales Representative (10/99 – 12/01)

XYZ COMMUNICATIONS, INC., **Inside Sales Representative**, Findlay, OH 1998 – 1999

CELLULAR HOSPITAL, **Sales Consultant**, Findlay, OH 1997 – 1998

Relationship Development

Possess a personality and professionalism that positively impacts the ability to establish rapport, gain confidence, and engender trust. **Intrigued by unique qualities of individuals and recognize that the secret to selling is by placing a high focus on people.**

Philosophy for Business Success

- ☑ **Establish structured goals** and implement a master plan to achieve those goals,
- ☑ **Use innovative marketing solutions** through actionable knowledge,
- ☑ **Provide top-quality service** to customers, and
- ☑ **Maintain an uncompromising work ethic.**

EDUCATION & LEADERSHIP DEVELOPMENT

Bachelor of Science in Marketing —THE UNIVERSITY of PHOENIX, 2007
KELLOGG SCHOOL OF MANAGEMENT,
Professional Achievement in Leadership and Management Certification, 2007
HARVARD BUSINESS SCHOOL PUBLISHING, 2006

KEY LEADERSHIP & PROJECT MANAGEMENT

Page 2

"John Hofmann consistently exceeds assigned job requirements above and beyond expectations. John has the unique ability to take ownership of an assignment and drive it to completion in a consistently effective and positive manner, while balancing numerous other project duties and assignments. He is a true asset to Cellular Telcom." — Jeff Mitchell, Associate Director, Cellular Telcom

HARVARD BUSINESS SCHOOL PUBLISHING — Management & Leadership Development for Band C Leaders, 2006

Completed 13 modules:

Coaching for Results
Managing Virtual Teams
What is a Leader?
Decision Making
Influencing & Motivating Others
Leadership Transitions
Managing Change
Service Success
Managing Across Differences
Productive Business Dialogue
Managing Difficult Conversations
Managing Direct Reports
Negotiating For Results

TECHNOLOGY EXPERTISE

Knowledge of TCP/IP, Frame Relay, Internet, WAP, CDPD, Circuit Switched Analog, Circuit Switched CDMA NetAce, Vision, Omni, and EROES

TRAINING

Project Management
Enterprise Selling Skills
Results-Based Leadership
Managing Multiple Priorities
Executive Strategy through Coaching

Fifth Third Bank

Challenge: To control rising operational costs due to large expansion in wireless deployment while still maintaining overall growth.

Action: (1) Worked with Wireless Data Technical Support to determine top call drivers, (2) met with cross-functional management teams, (3) developed action plan to reduce troubleshooting calls, and (4) scheduled quarterly meetings to review progress.

Results: Help desk calls reduced 30% resulting in annual operational savings of over \$30K. During this period customer added 2,800 wireless cards and 2,400 Blackberry devices.

International XYZ Corporation

Challenge: To project manage a custom-designed, third-party telematic solution.

Action: (1) Collaborated with device and network teams to eliminate hurdles, (2) addressed billing and customer service issues, (3) anticipated need to expand product into Canada, and (4) collaborated with HQ Marketing and support teams to launch the *first ever* International Telemetry application.

Results: Customer immediately added 900 data lines and an additional 5,000 throughout 2006. The inclusion of Canadian coverage yielded an additional 10% increase in overall account activations.

B2B Direct XYZ Refocus

Challenge: To improve high-end wireless data sales without added resources since B2B performance was at a standstill.

Action: Met with senior leadership and sales department members to identify the scope and underlying issues.

Developed tactical plan to include (1) formal and on-the-appointment training, (2) sales blitzes, (3) appointment of subject-matter experts, (4) documentation development to align customer needs with Cellular Telcom solutions, and (5) data pipeline records to ensure proper tracking within identified accounts.

Results: Management took ownership of the problem and the resolution. Increased Aircards from 296 to 47, Blackberry devices from 105 to 192, and Wireless Sync from 27 to 57 during a 9-month period.

John Hofmann

Evaluation of New Graduate Resume Strategy

Challenge: To construct a résumé for a **dynamic** young man who juggled a busy schedule as a student working on an online degree from University of Phoenix, while attending sessions at Chicago's Kellogg School of Management, and working a full-time position with "Cellular Telcom" — **a résumé that would showcase his recently completed online degree and leadership certification.**

His goal after completion of degree and Kellogg's: to move into a leadership position allowing him to manage a specific business unit or geographic location.

Action: Developed pages as *stand-alone pages*:

Page 1 — a "networking résumé" immediately demonstrating how John connects the dots between his passion and his ability to make a difference in bottom-line profits and ... at the bottom of the page, where hiring managers often look, his recently completed education (also mentioned in the "Highlights" section).

Page 2 — Created CAR scenarios because John wanted situations matching Cellular Telcom's *STAR* (situation-task-action-result) interviewing format where he could say, "If you will refer to Page 2 ..."

Client created a portfolio (Pages 3-10) of (1) graphed overall career performance achievements that backed the bulleted achievements under "Performance Highlights & Benchmarks," and (2) a career plan for the rest of 2007 scheduling more coursework at the Kellogg's School of Management and a proposal to Duke University for an e-MBA.

Result: Completed résumé (and portfolio) for phone interview of May 15, 2007.

Email from John on May 16, 2007: "The interviewer was very, very impressed with the résumé and other documentation. I can't thank you enough, and I have a second interview with his VP and SVP next week."

Comment: John makes close to \$170K as a 26-year old! Although taking the next position may be less money, he realizes it is the next step to moving to higher levels at Cellular Telcom.

He knows how to set goals, document his achievements, and has learned the value of not only continuing education, but also an updated résumé / portfolio. This is our third revision of his résumé since our first meeting at XYZ Cellular in 1999!