ANDERSON FAIDLEY

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North America
Latin America
Europe
Australia/NZ
Asia-Pacific

GLOBAL SALES & BUSINESS DEVELOPMENT IN TECHNOLOGY

Head of Sales, Marketing, & Business Development with degrees and experience in software and hardware engineering, industrial engineering, and chemical engineering. Hands-on experience building and launching new technology products into international markets, and then driving sales, strategic partnering, marketing, and distribution.

15-YEAR CAREER

— *Enterprise Sales*
— *Business Development*
— *Product Development*
— *Channel Marketing*
— *Global GTM Strategy*
— *Partner Development*
— *Turnaround Strategy*

LithoTech: Propelled company to #1 market position in Asia, North America, and South America, delivering over 10X revenue increase, widening margins, and galvanizing customer alliances.

Bauble Corp: Led new joint venture between Bauble and AMD to turn out some of the company's most innovative and highest-grossing products to date, with record-low return rates of <1% (against industry baseline of 5%).

AMD Corp: Excelled through AMD's rotational internship program to drive product test engineering for Intel's first mobile processor cartridge.

——PROFESSIONAL EXPERIENCE——

► LithoTech, GmbH (Heidelberg, Germany)
Manufacturer of laser and LED lithography systems used in nanotechnology, micro-optics, displays, ASICS, and MEMs

VP GLOBAL SALES & BUSINESS DEVELOPMENT ♦ 2011–PRESENT

Took the helm of global sales following massive leadership turnover across Product, Operations, and Engineering. Successfully stabilized revenues and headcount, retained customers in corporate and academic sectors, and grew global revenues and footprint to unprecedented levels. Oversaw 5 directors spanning Sales, Technical Sales, Marketing, and Developer Applications – working out of US with frequent travel to Germany and Asia offices.

GLOBAL IMPACT

- ✓ **Grew sales from $7M to $65M,** achieving >30% YoY sales growth in the last 3 years.
- ✓ **Expanded annual net gains from 6% to 18%** against an industry baseline of 10%.
- ✓ **Attracted and co-facilitated buyout** at a favorable 3X multiple of annual revenues.

Organizational Leadership

- ➢ Achieved 25% boost in productivity after restaffing 40% of the total workforce.
- ➢ Increased across-the-board employee satisfaction 58% upon cultivating a culture of technical innovation, lifelong learning, and calculated risk-taking, early and often.
- ➢ Attained priority status amongst technologically-adept sourcing partners by restructuring distributor networks in Europe, Asia, and the Americas.
- ➢ Earned respect of discerning manufacturing clients by consolidating partner sales agencies to the 5 most tech-savvy organizations with engineering-trained reps.

Product Development & Launch

- ➢ Solidified relationships with application labs at 'Top 10' universities in China, Japan, Germany, and the US by co-developing next-generation real-world product together.
- ➢ Attained 300% YoY growth through GTM strategy for new tabletop product line, at a lower price point, with fewer client IT requirements. This product carried LithoTech through an industry recession.
- ➢ Expedited production >30% and reduced material waste 10% for small R&D clients with limited prototyping abilities by way of disruptive maskless lithography product requiring little ramp-up time.

Sales & Marketing Strategy

- ➢ Captured business from 650+ global technology companies, including Intel, Google, and Samsung, as well as 60 universities at the level of Harvard, Stanford, University of Heidelberg, MIT, Stanford, and EPFL in Switzerland.
- ➢ Expanded global footprint from 12 to 55 countries, including significant growth in Japan, Korea, Singapore, and South America. Became #1 supplier in China.
- ➢ Achieved 15% ROI increase immediately following transition to direct sales model in mature markets.
- ➢ Prospected 150 high-quality leads through tradeshows.

► LithoTech, GmbH (Heidelberg, Germany)

Manufacturer of laser and LED lithography systems used in nanotechnology, micro-optics, displays, ASICS, and MEMS

SALES & MARKETING DIRECTOR, AMERICAS ♦ 2005–2011

Built North America sales organization from scratch in partnership with CTO, successfully tapping into a new R&D market and earning title promotion in 2007 to develop and manage South America theater as well. Engaged scientists, principal investigators, administrators, and executives at the most prestigious research universities in the world.

GLOBAL IMPACT

- ✓ **Grew North America market to 25% of total revenues** for LithoTech.
- ✓ **Enlarged base from zero to 70** corporate, institutional, and academic customers.
- ✓ **Established LithoTech as the #1 brand** in the US, Canada, and Latin America.

Organizational Leadership

➤ Tapped brand-new $47M revenue stream by building new strategy and retraining team to target smaller R&D labs within public universities.

➤ Gained foothold in emerging markets by sourcing and training key distributors in Mexico, India, Taiwan, and Brazil. Equipped partners with localized marcom materials.

➤ Increased market share 5% in North America after building award-winning 25-person Sales group in the US and Canada in less than 6 months.

Sales & Marketing Strategy

➤ Secured 12-15 new accounts every year in North and South America by driving aggressive, highly targeted competitive displacement programs.

➤ Deepened presence in the industry by increasing vendor participation and sponsorships at trade shows, positioning media articles, and forging alliances with associations.

➤ Captured key accounts with Princeton ($5M), UCLA ($6M), and Harvard ($2M) through an unorthodox joint-venture with UK competitor.

"Anderson has been a lightning rod for positive change in our organization."
—Fabian Steiger, CEO

"Anderson definitely played a part in advancing our industry."
—Cal Wooten, SVP Sales

"It is great working with a sales leader who truly understands the technology behind our products. Anderson effortlessly brings together Sales and Engineering."
—Anela Barstow, CPO

► Bauble Corporation (El Segundo, CA)

US-based multinational Fortune 500 toy manufacturer delivering world-leading, iconic products

PRODUCT & ENGINEERING MANAGER, CORPORATE PRODUCT ♦ 2003–2005

Informed and guided development of technology-driven, albeit low-cost, toy products such as digital microscopes and digital cameras as part of a new joint-venture between Bauble and AMD. Served as a liaison to align the efforts of AMD Engineering team, Bauble business units, and China manufacturers to deliver on spec and on budget.

GLOBAL IMPACT

- ✓ **Sold 90,000+ units in Western US pilot launch** (327% over regional sales goal).
- ✓ **Generated $18M in global revenues**, reaching APAC, EMEA, and the Americas.
- ✓ **Received industry awards for 2 new products** through new Bauble–AMD alliance.

——EDUCATION, HONORS, & INTERNSHIPS——

UNIVERSITY OF CALIFORNIA, BERKELEY ♦ 2013

Executive Master of Business Administration (eMBA)—Walter Haas School of Business
Won 1st place in business plan competition involving pitch to Deloitte & Touche as well as a panel of VCs.

GEORGIA INSTITUTE OF TECHNOLOGY, ATLANTA ♦ 2003

Bachelor of Science in Industrial Engineering, with minor in Chemical Engineering
Completed 6-month AMD rotational internship, culminating in participation in $2B engineering test operation.

JUSTIFICATION

Anderson had been at the same company for over 12 years. He'd done amazing things and worked his way up to a VP position with global responsibilities, but didn't know how to present all of his achievements on a resume such that he could attract recruiters from Fortune 500 companies.

I helped him break up his tenure with this company into 2 main job roles. For each job role, we came up with the following structure:

- *Company Description:* This was necessary because his company is headquartered in Europe. Although it's a major player, it might not be well-known. Also, he wants to stay in his industry so we might as well play up some of the jargon.
- *Role Overview:* Here, I took the opportunity to explain the context and scope of each role. This paragraph is sandwiched between the job title and another rule line. This is our setup before the big reveal… his achievements.
- *Overarching Achievements:* These achievements are placed next to a gold/blue ribbon to signify their importance. I also bolded the first few words to further emphasize growth metrics, of which there are many. These achievements are not tied to any one action. Rather, they're tied to all of his actions, which is why they get their own section.
- *Individual Accomplishments:* Anderson's work falls across 3 primary categories: Organizational Leadership, Product Development, & Sales. As such, I created groups of bullets for each. I used columns to break up the horizontal format; readers these days want shorter and shorter lines to consume. For his earlier job at LithoTech (page 2), Anderson didn't do as much product development work so we filled that column with some awesome quotes from his peers, which were hyperlinked to his LinkedIn page.

For Anderson's education, he has great achievements in each school so I created a one-liner on the resume. I also wanted to make sure to allude to AMD (a big player in his field). There is no need to go into detail about his internship from long ago; a quick reference is enough, plus we cover it in the summary at the top of the resume (so it's sure to be seen).

Speaking of which… for Anderson's summary, I opted for a snapshot format, giving the gist of his success at each company. This details his trajectory, underscores his industry/domain expertise, and gets employers' mouths watering over his impressive track record. To complement this snapshot (and to inject more buzzwords for the ATS scanners), I included a skills list, which is easily customizable.

I downplayed the section headings because I don't think they're ever necessary these days, except to assist ATS bots in finding the information they need. As for humans, they know the parts of the resume by now. :)

The world graphic at the top of page 1 is to position Anderson as a global leader. I called out all of the regions he's held accountability for to remove any doubt. Also, these can often be keywords employers are looking for.

The blue-grey color palette adds a pop of color while staying corporate professional. The graded band on the side, like a handsome set of drapes, ties all of the shades of blue together on the page.

Anderson got three callbacks within a week—all from large global brands.