



JESSE SMITH

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Worldwide Brand Visibility • International Business Operations • Organizational Turnarounds

Managed €2.5B+ P&L

Increased Sales 380%

Led Global Expansions

Steered Teams of 150+

STRATEGIC & TRANSFORMATIVE GLOBAL EXECUTIVE

Unparalleled Results in Growing Worldwide Apparel, Footwear, and Sporting Good Brands

Consistent career history of driving explosive sales growth, opening multimillion-dollar channels, and engaging new consumers on a global scale. Extraordinary talent for delivering quality products, introducing operational efficiencies, building brand prestige, and capitalizing on business opportunities that support unprecedented growth. Adaptable and resilient, with extensive success in talent leadership, training, and mentoring. Exceptional multilingual communicator; fluent in English, German, and French.

Core Strengths

- Sales & Marketing
- Market Penetration & Growth
- Best-in-Class Client Service
- Million-Dollar P&Ls
- Business Upstarts & Turnarounds
- Market & Competitor Research
- Team Motivation
- Top-Tier Talent Development
- Global Projects & Supply Chains
- Best Practices
- Sales Management & Training
- Intercultural Communications
- Industry Trends
- Stockholder Value Maximization
- Consumer-Centric Approaches

Notable Highlights

- ➔ **Major Turnaround:** Transformed Bay Group Distribution, increasing sales 380% in just 4 years. Lowered operational costs \$1.2 million in the first year and reduced time-to-market by 42%.
- ➔ **Explosive Growth:** Produced global go-to-market strategy for Bamm Sports that drove annual revenue from €22 million to €80 million in 3 years. Boosted annual sales from \$700,000 to \$18 million in the United States territory.
- ➔ **Global Expansions:** Accelerated growth of all of XYZ's eight worldwide subsidiaries while strengthening distributor network in markets throughout Asia, South Africa, South America, and Canada. Established new subsidiaries in The Netherlands, Belgium, Italy, and Spain.



Career Strengths



BAMM SPORTS, Madrid, Spain

Sporting goods company with internationally recognized brands and a broad portfolio of products. Annual revenue of €2.2 billion.

Vice President of Beegee Clothing Brand, 2012 to Present

Produce high-impact strategies to successfully position the label and maximize brand equity. Define long-term purpose, vision, and goals to engage/energize the female consumer base. Lead and motivate 11 direct reports, 6 functional reports, and 75 employees to peak performance levels while expertly managing all aspects of the Beegee business. Hire, build, and coach winning management/commercial teams in Europe and Asia. Promote internal/external brand awareness and optimize P&L. Serve on Apparel and Gear Senior Leadership Team.

Delivered Results:

- **Grew brand's annual revenue from €22 million to €80 million in 3 years** while bringing sales from \$700,000/year to \$18 million/year in the United States territory.
- **Seamlessly integrated acquired Pakabak business into the organization**, and established its US operations. Defined and implemented Pakabak's brand and commercial strategies.
- **Spearheaded "Learn for the Future" initiative** to introduce and test new ideas that were later rolled out to other brands. Identified and capitalized on strategic alternatives to aggressively grow the brands.



XYZ TRADING AG, Grenchen, Switzerland

Bicycle and apparel manufacturer developing innovative, high-tech cycling products for global sale.

Chief Sales Officer, 2010 to 2012

Prepared worldwide sales organization for rapid growth by restructuring operations and global sales strategy. Maintained leading position in Switzerland. Converted distributors in Belgium, Italy, Spain, The Netherlands, and the United States into direct markets. Designed global sales infrastructure, drove supply chain functions, and grew key accounts. Optimized ROI of global branding strategies and marketing campaigns. Deftly managed 8 direct reports, 35 indirect reports, and an \$80 million budget. Coordinated training and ensured fast onboarding of new employees.

Delivered Results:

- **Reduced expenses and boosted productivity 15%** by implementing B2B/CRM solutions and defining sales KPIs.
- **Set and consistently achieved ambitious financial, sales, and marketing goals** for all regions. Minimized costs and timelines by continually improving sales, marketing, customer service, and operational processes.

Accelerated growth of all 8 subsidiaries while strengthening distributor network in new markets throughout Asia, South Africa, South America, and Canada. Established new subsidiaries in Belgium, Italy, Spain, The Netherlands, and the United States. Developed powerful conversion concepts for distributors in Australia and Japan.



BAY GROUP DISTRIBUTION (BGD), Cincinnati, Ohio, USA

Company designs, markets, and sells skateboarding footwear, apparel, and accessories under its C1RCA brand.

Chief Operating Officer, 1999 to 2010

Recruited in Europe and relocated by BGD specifically to restructure the company and return it to profitability. Directed operations in Cincinnati headquarters, Vancouver, Canada, Hong Kong, and Switzerland. Oversaw 150 employees, including 15 managers, and \$120 million budget. Grew global brand awareness while appealing to retailers of all sizes. Generated and flawlessly executed integrated marketing plans to increase company, brand, and product recognition. Exceeded all expectations, eliminated need for contingency plans, and garnered significant response from target market.

Delivered Results:

- **Successfully turned around organization by 2004.** Increased sales 380% in four years and reduced operational expenses by \$1.2 million in the first year.
- **Promoted company globally** by creating an international sales and business development organization, expanding sales pipeline with both direct and indirect distribution strategies.
- **Designed highly effective snowboarding division structure**, fixed overstock situation, and deployed new global ERP system.
- **Reduced production/shipping time by 42%** and implemented business process calendar that resulted in 100% on-time order delivery.

Past success as Director of Change Management / HR at PPS AG, Biel / Regensdorf, Switzerland: Guided the Board of Directors on human resources issues. Steered 12 direct reports while controlling a €2.5 billion budget.

Education

Executive Management and Business Education, University of Zurich, Zurich Switzerland
Swiss Federal Certified Diploma, Sales Management, SAWI, Biel, Switzerland

Résumé Strategy

While this particular client had an impressive history of expanding global brands into new markets around the world, some of his most impressive accomplishments occurred over 15 years ago.

The client's goal was to secure a top-level executive position for an international, iconic brand. In his most recent role, he led a team of fewer than 90 employees. However, in his distant past, he directed teams of 150+ personnel. Even more impressive, in his earlier career, he held an executive position at a Swiss information technology firm where he managed a €2.5 billion budget.

To bring these more exciting accomplishments to the forefront of his résumé, and to lend more gravitas, I added graphic arrows in front of the opening summary to spotlight the scope of his leadership.

Since he was targeting a position that required him to make a sporting good brand more appealing to millennials, I wanted to design a résumé that visually highlighted his global leadership in an eye-catching and energetic way. I opted for a bright, abstract globe as opposed to a more traditional presentation to use as an opening logo. In addition to bright bar graphs, I included navy blue silhouettes of the various countries he worked in.