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Rapid Growth & Ironclad Risk Protection
... through Sales & Legal Expertise

Business Accelerator & Risk Mitigation Expert

\$1B Sales in 1 Year ▶ 450% Growth in USA ▶ 22% Sales Jump at Walmart ▶ #1 Market Share—Achieved in 1 Week

Fiercely driven executive with 15+ years of landslide sales and business wins with ABC Health and XYZ Pharma. Proven trajectory of doubling or tripling revenue while cutting costs on the back end. Advanced degree from Cornell and recent experience in the law embeds risk mitigation into the company culture—eliminating the need to hire an outside attorney.

*Sales Velocity & Revenue Impact / New Market Penetration / Deal Structuring & Negotiations
Opportunity Analysis & Exploitation / Channel & Partner Building / Legal Analysis & Compliance Management*

Select Achievements

Steered the largest generic launch in history: #1 market share within 1 week and >\$1B net sales in the first year.

Reversed underperformance to achieve 15 consecutive quarters of growth in \$155M sales organization.

Redesigned sales structure to achieve break-even costs, paving the way for profitable divestiture.

Increased sales 10% to 22% in Costco, CVS, Walgreens, and Walmart as architect of ABC's consumer strategy.

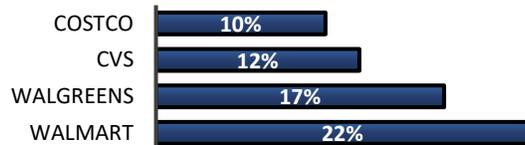
Catapulted revenue in drug, dollar, and mass channels by linking promotions to shopper behaviors.

Built or restructured departments for every company throughout career—ABC, LMN, and XYZ.

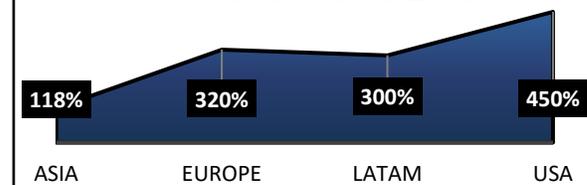
Promoted 12 high-potential employees to leadership positions.

Boosted sales by coaching teams on category management, shopper behavior analysis, and consumer insights.

Fast-paced Gains for U.S. Retailers



Unconstrained Growth in 2 Years



Career Summary

XYZ Pharma Head of Sales Effectiveness	3+ years
XYZ Pharma Senior Vice President of Sales Strategy	2+ years
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ABC Health Director, Sales Strategy: Product Launch & Prescription-to-Over-the-Counter (Rx-to-OTC)	2+ years
LMN Consumer Care (acquired by ABC Health) Director, Category Strategies & Sales Capabilities	4+ years
Smith, Wilson & Saratoga Associate	1+ years
Cornell University School of Law Law Student & Editor of the Law Review	2+ years

"Tim has the operational grit to deliver results—and his leadership style is one of a kind. He turned our laid-back sales team into a pack of wolves focused exclusively on closing deals." Chief Revenue Officer, XYZ

Professional Experience

Smith, Wilson & Saratoga, Attorneys at Law
Associate • 2018 to Present



Scrutinize cases and advise decision-makers from mid-sized companies on legal and compliance matters. Develop strategies to minimize risk and immediately address noncompliance. Prepare cases for trial.

Cornell University School of Law
JD Student | Law Review Editor • 2016 to 2018



Gained knowledge and practical skills in compliance, risk management, and legal affairs, and worked alongside industry experts to prepare for deeper phase in career: **adding even more tangible value to life sciences companies.**

XYZ Pharma
Head of Sales Effectiveness • 2013 to 2016



Senior Vice President of Sales Strategy • 2011 to 2013 / **Vice President of Sales Strategy** • 2009 to 2011

Restructured and steered the global sales organization to new heights of profitability and efficiency. Evaluated market conditions and realigned teams to meet demands. Defined sales and go-to-market strategies for industry-changing programs. Infused customer and shopper insights into product decisions and sales strategies.

Triple-digit growth worldwide—in 24 months

- Increased sales by **118% in Asia, 320% in Europe, 300% in Latin America, and 450% in the USA** by turning the existing sales strategy on its head, redefining metrics, and reconfiguring the business model.
- Evaluated the global sales structure and created playbooks for sales force redesign and channel strategy within 120 days.

ABC Health
Director, Sales Strategy – Product Launch & Rx-to-OTC Switch • 2007 to 2009

Revamped and realigned the team to rotate losses into gains. Set strategy and built powerful launch plans for main products and Rx-to-OTC initiatives.

Double-digit gains in Costco, CVS, Walgreens, and Walmart

- Directed the world’s largest Rx-to-OTC switch; shipped \$125M of inventory in 24 hours (totaling >\$1B in the first year) and captured **#1 market share in seven days.**
- Propelled revenue up 10% in Costco, 12% in CVS, 17% in Walgreens, and 22% in Walmart via consumer strategy overhaul.
- Increased traction in Dollar General, Family Dollar, Kroger, and Target by embedding the team as category advisors.



LMN Consumer Care (acquired by ABC Health)
Director, Category Strategies & Sales Capabilities • 2001 to 2007

Reimagined \$155M sales organization from top to bottom—revamping the management team, revitalizing processes, and coaching a full-speed-ahead sales force of 110 associates. Developed category strategies to seize untapped market segments.

Transformed steady losses into 15 quarters of consecutive gains

- Stopped the bleed on overspending (10% immediate cost savings), bolstered sales (13% across the board), and reached coveted profitability goals (24% increase).
- Built an efficient and booming operation—enabling the **sale of the business to ABC Health.**

Education

Juris Doctor (JD) | Cornell University School of Law
Editor of the Law Review

Bachelor of Arts in Business Administration, Marketing Focus | Washington State University

ABOUT THIS PROJECT:

This client built a successful career in business and sales leadership—and then stepped away for a few years to pursue his love for the law. He earned his JD degree and then landed a position with a law firm before realizing he'd made a mistake. He wanted to return to his previous career path.

Since he works in a highly regulated field (healthcare), his understanding of legal matters, compliance, and risk management will be quite valuable to future employers. Therefore, I integrated this unique combination of sales expertise and legal knowledge into his brand story—starting at the very top of his resume.

For employers who might not recognize the value of his background without a kick in the pants, I added a statement to the top paragraph that clearly lays out what we want to say: “Advanced degree and recent experience in the law...eliminates the need to hire an outside attorney.”

To call attention to his early career history without shining a spotlight on older dates, I created a Select Achievements section filling the majority of the first page. Beneath this section, I designed a Career Overview with an easy-to-read list of his companies, job titles, and tenures. Note that I did not write this list in chronological order. It's a summary, so there is a lot of leeway here.

On page two, I designed arrow-shaped text boxes to follow through on his brand story (combining legal expertise with successful business performance) while guiding the readers' eyes away from legal-oriented organizations and job titles. His JD studies are listed under Professional Experience to avoid an employment gap.

Then the remainder of the document provides ample space to demonstrate proven successes in his career: restructuring organizations, launching new programs, and delivering unparalleled sales growth.