

JAMES D. SALTZ

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Senior Management Executive: President / CEO / SVP / VP General Management ~ Operations ~ Strategy ~ Business Development

Results-focused, challenge-driven executive valued for aggressive leadership building operations to produce award-winning operational performance metrics, seize market share from the competition, and generate extraordinary multimillion-dollar sales and gross margin gains. Excellent leader of change and continuous improvement.

- ✓ **Jumpstarted 5 lackluster sales and marketing operations, setting new national records for annual sales growth as high as 200% and placing #1 for such key metrics as retention, new business, and close ratios.**

MBA degree and 18 years of documented accomplishment in companies of all sizes, Fortune 50 to small, regional businesses; strong business acumen suitable for multiple industries. Managed teams of as many as 200 employees and held full P&L authority for national operations generating as much as \$26.5 million sales revenue.

- ✓ **Won Honorable Mention in *Xxxxxx Business Journal's* 2007 "40 under 40" event recognizing *Xxxxxx's* brightest and most promising young businesspeople.**

Consistent track record of progression, repeatedly overachieving goals and producing immediate improvements within months of hire. Creative and incisive problem solver with illustrated talent building world-class sales and marketing operations that thrive and excel within competitive business markets.

- ✓ **Built national service and account management operation that almost immediately raised channel partner satisfaction 50%, translating to 300 basis points gain in retention and \$30 million increase in earnings.**
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PROFESSIONAL HIGHLIGHTS

XxxxxxxxxxCompanyXxxxxx.

City, XX

PRESIDENT (2005 – Present)

Top-ranking executive credited with driving aggressive organic business growth and pushing company through to the next level, ultimately raising sales revenue, customer retention, and operating margins. Spearheaded development of new strategic alliances and joint ventures that accelerated revenue growth outside of traditional selling strategies. Introduced series of client-focused strategies and balanced scorecard approach that produced almost immediate gains in operational efficiencies and financial performance.

Scope: P&L, strategic planning, and operations authority for business generating \$350 million premiums and \$26.5 million sales annually. 6,100 commercial and retail clients. 5 direct and 123 indirect employees. \$20 million operating budget.

Earned company recognition among "Top 100 employers in *Xxxxxx* for Working Families," 2006 and 2007.

Recognized as top-quartile performer in prestigious "*Xxxxxx Best Practices Survey*," 2006 and 2007.

Ranked #1, setting company-wide record for largest annual increase in new business, 2007.

Selected Key Results:

- Created alternative revenue stream of \$1.5 million in first 18 months by leveraging core competencies.
- Drove 200% year-over-year revenue increase, ranking 2007 as best new sales year in company history.
- Fueled perpetuation strategies and conversion to ESOP, enabling desired exit of senior shareholders.
- Surpassed goals continuously and delivered extraordinary revenue increases, year after year:

	Quota overachievement	Total revenue increase
2007	175%	\$3.2 million
2006	154%	\$3.5 million

- Increased employee productivity 114%, representing \$225,000 average revenue per employee.
 - Strengthened operating margins, producing increase to height of 20% from original 13%.
 - Won multiple industry awards and honors, including 2X ranking within top 100 nationally.
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Dear Professional, Executive, or Aspiring Executive:

100kCareerMarketing.com is the culmination of nearly 20 years of successful experience. During this time, I have been privileged to work with thousands of executives, professionals, and leaders all across the U.S. and worldwide in developing their resumes and other career marketing documents.

I formed 100kCareerMarketing.com because of my ongoing dedication and commitment to delivering unparalleled service and quality to my clients. As demand for my services as an executive resume writer and career marketing strategist grew to far exceed the time available, a new model for delivery of my services to you was essential. 100kCareerMarketing.com was born of that need and it provides me with a way to deliver dedicated, personal attention to a *very select number of clients* - no more than 20 clients per year (approximately one person every 2 weeks).



Today, 100kCareerMarketing.com is the ONLY way to work with me one-on-one.

That's right. Because it takes time, collaboration, and intense attention to quality and detail to create truly compelling, powerful, results-generating executive career marketing portfolios, I make certain that I give you – and you exclusively – all of the time and attention you need.

I work with a VERY SELECT base of no more than 20 clients per year. When you hire me you benefit from not only my preeminent experience and expertise but from my exclusive, personal attention focused *only* on you and the creation of your career marketing portfolio. I would be honored to work with you. But my schedule fills up *very* quickly, so if you are ready, please reserve your spot today. Of course, if you have any questions, I will be happy to answer them. Just send a quick email or give my office a call.

I also invite you to book a personal 45-minute consultation with me, to go over your resume and job search concerns one-on-one, discuss the strategies I would use in writing your resume, answer your questions, and benefit from my recommendations. Although I charge for the consultation, you have nothing to lose! If you book a consultation and then decide to proceed with my services I will give you a full \$300.00 discount on my VIP executive services.

<https://vip-intro-consultation.youcanbook.me/>

I look forward to meeting with you and hope we have the chance to work together.

Sincerely,

- Michelle

This is one of the many career marketing documents that are included (along with an executive résumé) in the portfolios I create for my clients. Please note that although this document has been carefully edited to preserve the anonymity of my client, this example was created for a real client. The strategies used in the document were devised specifically for this client, to address unique aspects of this individual's professional history. While the document is protected by United States Copyright law and copying of any or all of the document is strictly forbidden, doing so would not be in your best interest for other reasons. The best and most effective career marketing documents promote your authentic personal brand and unique value proposition, and the content, design, structure, and formatting strategies are derived from these. It will be my honor to work with you to create YOUR executive career marketing portfolio.

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City, XX

NATIONAL VICE PRESIDENT, ENTERPRISE SOLUTIONS (2004 – 2005)

Promoted to champion development and implementation of business architecture, operational controls, and performance metrics for new national service and account management operations charged with enhancing servicing of 6,000,000 customers, 190,000 accounts, and 34,000 distribution partners nationwide. Created and introduced groundbreaking affinity/loyalty program that better supported top partners. Led continuous improvements in pursuit of operational excellence. Managed \$35 million budget and led 5 direct and 200 indirect staff.

Built and launched start-up national operation that produced, in just 1 year, \$30 million increase in operating income.

Selected Key Results:

- Improved channel partner satisfaction 50%, leading to 3% increase in customer retention.
- Raised the bottom line an extraordinary \$30 million as direct result of increased customer retention.
- Saved \$1 million in costs through SG&A reductions realized through Six Sigma initiatives.
- Heightened overall employee productivity 120%.
- Lowered administrative costs 15% as direct result of increased efficiency.
- Directed 7 major technology deployments in 18 months.

REGIONAL VICE PRESIDENT, SOUTHEAST (2003 – 2004)

Spearheaded business growth and change initiatives that revitalized and jumpstarted a stagnant 6-state region. Directed team of 8 direct and 188 indirect reports in all sales and account management operations servicing 1,100,000 customers and \$3.2 billion in premium revenue. Rebuilt leadership team and reallocated resources.

Led the nation, ranking #1 among all regions for growth, retention, new revenue, and close ratios, 2003.

Selected Key Results:

- Generated nationally ranked #1 performance across multiple key metrics.
- Delivered extraordinary 168% increase in gross margins.
- Produced more than 6-fold increase in customer growth rate.
- Outperformed national average by 4.5%, delivering 84% customer retention rate.
- Achieved 12.9% close ratio, a figure 2.3% higher than national average.
- Heightened margins 5% by reducing loss ratio to 84.2%.

VICE PRESIDENT, CENTRAL AND NORTHERN FLORIDA (2002 – 2003)

Recruited to lead turnaround of underperforming sales and account management operations representing 150,000 members and \$427 million revenue. Led 7 direct and 25 indirect employees working out of 2 locations (XXXXXX and XXXXXX). Orchestrated and managed business development and community outreach programs, building relationships with key distribution partners and local leaders. Overhauled staff, dismissing and replacing non-performers.

Reversed declining performance and restored growth, placing as a top-tier, 2-office business within 12 months of hire.

Selected Key Results:

- Turned around operation from #27 of 30 originally, to sustained #3 ranking.
- Revived growth immediately, placing in top 1% nationally for multiple key performance metrics.

	New business sales increase	Member growth
2003	137%	602%
2002	167%	157%

- Led the Southeast region for 2 straight years for #1 highest new revenue, member growth, and close ratios.
- Added \$35 million gross margin to the bottom line through 158% increase in total revenue.
- Strengthened margins 16%, decreasing loss ratio to 80.4% over 2 years.

Xxxxxxxxxx

City, XX

DIRECTOR (2001 – 2002)

Joined company with charter to lead turnaround of an underperforming region with 22 employees (7 direct reports) servicing small-business and middle-market customers throughout Xxxxxx. Managed budgets. Established and cultivated relationships with key business and political leaders throughout the region.

Delivered, in less than 1 year, more than 200% of goals, successfully rejuvenating customer growth.

Selected Key Results:

- Expanded customer base by 12,000 members.
- Stimulated gross margins, producing 120% increase through combined cost cuts and revenue growth.
- Boosted profit margin 3.7% in 9 months by discontinuing / retiring unprofitable products.

Xxxxxxxxxx

City, XX

DIRECTOR (1999 – 2001)

Hired into first senior management role, heading a 7-person sales and marketing team to renew growth of a sluggish middle-market territory in Xxxxxxx. Developed and launched new state-wide middle-market pricing and product strategy. Championed local-market broker and sales communications program. Directed budgeting and forecasting.

Managed sales team to produce, within just 12 months, \$55 million increase in revenue through new business.

Selected Key Results:

- Surpassed all goals, realizing 171% of assigned business objectives.
- Expanded Xxxxxx customer base 105% and sales revenue 148%
- Captured 30% increase in market share within just 9 months.

*** Began career as an account executive with Xxxxxxxx in Xxxxxx, XX (1993 – 1994) and as an account executive promoted into sales management with Xxxxxxxx in Xxxx, XX (1994 – 1999)

EDUCATION & CREDENTIALS

Master of Business Administration (M.B.A.) – 2005

Xxxxxx University, City, XX

Master of Public Administration (M.P.A.) – 1997

Bachelor of Arts (B.A.), Education, Exercise Science – 1992

Xxxxxx University, City, XX

Continuing Education:

Executive Education, Certificate in Leadership – 2005

The Xxxxxx School of Business, University of Xxxxxx

Six Sigma Black Belt (in process – est. completion summer 2008)

Selected Professional Associations:

Board of Directors, Central Xxxxxx Economic Development Commission

Board of Directors, Xxxxxx Chamber of Commerce

Board of Directors, Junior Achievement of Central Xxxxxxxx