

PETER A. NUMERLAND

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EXECUTIVE MANAGEMENT International Sales & Business Development Expertise

Executive Overview: Globally astute, profit-driven executive leader offering tradition of performance excellence in the consistent generation of sustainable sales increases based on ability to identify opportunities, capture market presence, implement strategic sales and direct business development plans. Excel in assessing international market trends and business operations, including distribution and channel operations to gain immediate understanding of needs. Extensive experience working with international channel partners and customers in new business development efforts and the securing of competitor business.

Skills Synopsis: All aspects of new product development including needs identification, business case analysis, partner acquisition and all product introduction activities. Demonstrated ability to identify, select and negotiate international business partnerships and alliances. Develop and negotiate business agreements that produce “win-win” results. History of creating strategic plans that meet corporate goals and drive critical business initiatives; successfully analyze potential business ventures and close high-volume deals.

Qualification Summary: Highly adept at managing through corporate change, economic volatility and competitive markets. Industry expertise includes software, telecommunications, aerospace, financial, manufacturing and government. Skilled in customer relationship building; believe strongly in getting to know unique needs and expectations of customer in order to maximize sales. Exceptional international clarity; traveled worldwide successfully developing key markets and relationships. Understand drivers essential to global business success.

CORE MANAGEMENT COMPETENCIES

- International / Domestic Sales
 - New Business Development
 - Cross-Cultural Management
 - Startup Operations
 - Client Management
 - International Customer Relations
 - P&L Management
 - New Business Development
 - Strategic Partners / Alliances
 - Multilingual Presentations
 - New Market Identification
 - Territory Development
 - Global Expansion / Sales
 - Major Account Management
 - Public / Media Relations
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CAREER PROGRESSION

CURRY GLOBAL INC. – Chicago, IL (2/2000 to Present)

(Worldwide market leader of data access software and data integration solutions for the data management market. Customers include members of Global 1000 primarily engaged in financial services, i.e., banks, securities and insurance)

INTERNATIONAL SALES & BUSINESS DEVELOPMENT MANAGER WORLDWIDE SALES & SERVICE MANAGER

Position Overview (*Reporting to President & CEO*): Charged with driving overall sales and business development results; provide strategic and operational direction to international market as they relate to sales volume, cost of sales, product profitability and market share. Maintain exceptional understanding of key products/features including knowledge of competitors. Develop marketing strategies, identify, recruit and train new channel partners, sustain strategic relationships and corporate agreements with technology/channel partners.

As Business Development Manager, responsible for identifying and development major strategic partnerships including key customer industries and OEM partners in generation of revenue opportunities. Engage Product Marketing Group in determination of leading strategies, performance of long-term cost/benefit analysis and development of business models. Built partnering and licensing relationships and negotiated contracts.

Profitability & Sales Results

- ♦ **Delivered company’s highest revenue in its 15-year history** by leading a worldwide sales campaign by implementing aggressive promotional new product release pre-purchase campaign targeting the international sector; pre-buy product to receive discounts, upgrades and increased customer support.

Curry Global, Inc. Continued...

- ◆ **Slashed annual sales/marketing expenses by \$200K** by negotiating channel partner agreements that shifted numerous responsibilities to partners. Originated new business model that spelled out performance expectations of partners and prepared for sale of new product suite that would require entirely new approach/sales process.
- ◆ **Galvanized performance of reseller channel** by identifying world leaders in data management integration. Dispersed with unprofitable resellers and promoted those with significant influence within target market.
- ◆ **Increased customer value and add-on sales** by negotiating corporate agreement with XXXX Computer Division to provide company software with every XXXX-delivered computer. Registration card enclosed to provide for future marketing and sales efforts.

Leadership & Planning Highlights

- ◆ **Orchestrated Worldwide Distribution Program and global long-range business plan.** Established European headquarters, developed European distributor/reseller channel partners and identified Worldwide Distributors/Resellers.
- ◆ **Streamlined company transition from offering “just” a shrink-wrapped product** to a more technical, sophisticated and complex product. Launched the Certified International Resellers Program that outlined policies and procedures with respect to training, roles and responsibilities, performance measurements, volume criteria and joint marketing programs.
- ◆ **Played integral role in positioning company as multiple product and services company** vs. historical reputation as single-product company by establishing new strategic plan and successfully introducing expanded product mix through aggressive re-branding campaign.
- ◆ **Boosted overall productivity and communications between departments** by leading activities for implementation of integrated company financial and CRM package. Results included a 70% reduction in order entry, faster HR deployment and better “time-to-ship” record.
- ◆ **Gained greater international visibility and credibility among worldwide markets and channel partners** through development of innovative, full-color brochure that focused on international market.

KEYSTONE BROTHERS CORPORATION – Chicago, IL (2/1997 to 6/1999)
(Large, privately held XX provider, integrating equipment and software to solve automation challenges)

NORTHWEST REGIONAL MANAGER

Position Overview (*Reporting to VP, Sales & Marketing*): Retained to establish a sales and marketing office and presence in five states and two Canadian provinces. Built client relationships and identified new business opportunities within existing customer base. Performed business system reviews, detailed requirements and developed proposals for evaluation of clients’ manufacturing processes, practices, and automation integration needs. Managed \$3 million sales budget.

Key Achievements

- **Built sales organization from the ground up**, conceptualizing and realizing strategic plan that generated \$1 million in software / consulting revenue within one year, while managing \$2.5 million project for key customer; sustained strong revenue gains despite fiercely competitive and declining market.
- **Achieved a 100% referenced customer** base of nine manufacturing clients who had previously been dissatisfied with company’s customer service. Identified problems and collaborated with operations managers to regain their confidence and develop win/win solutions.
- **Orchestrated successful turnaround of consulting services division** by relocating from corporate headquarters to new regional office, where manufacturing and software engineering professionals were better able to fulfill customer requirements and improve response time by 42%.