

# JOHN SMITH, MBA

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## INTERNET OF THINGS

— Business & Technology Leader, Innovator & Strategist —

*Redefining business, promoting digital transformation, and creating innovative market- and data-driven strategies that deliver powerful, revenue-generating VeN solutions*

Business and Technology pacesetter with 20+ years of success strategizing and leading organizations at the brink of change and growth. History of leveraging existing and emerging technologies, uncovering opportunities, and directing trailblazing strategies to improve operations, develop leading-edge products, and increase marketability for forward-moving companies.

Deep expertise in business management strengthened by intellectual curiosity and grounded in real-world technical experience, providing the foundation for next-generation ideas, development, and implementation.

### Poised to find solutions for companies that are on the verge of VeN investments:

*What is our market and how attractive is it? Who should we target? What compelling value proposition must we have to influence buying behaviors? How should we structure our business model to deliver our value proposition?*

*How do we foster collaboration between operations, production, marketing and sales to support innovation, increase productivity, and drive profitability?*

### AREAS OF EMPHASIS

- Digital Strategy & Transformation
- New Product & Market Development
- Business Planning & Structuring
- Business & Technology Alignment
- Data Interpretation, Utilization & Monetization
- Team Building, Mentoring & Leadership

## EXPERIENCE HIGHLIGHTS

ACME INTERNATIONAL, Paris, France

**Program Leader / Director, Commercial Strategic Initiatives – EMGR & Global Leadership** ▪ 3/20xx to 8/20xx

Promoted to provide senior-level leadership, inspire innovation, and drive change on a global scale. As thought partner and program director, enhanced performance through regional and global enterprise strategies for business and marketing integration and product-line management optimization. *Department was downsized due to impending merger with GEN.*

- Pioneered global business-marketing integration strategy and launched 25 projects, paving the way for **\$38M in new revenue** by aligning a recently acquired company with an existing business unit.
- Provided vision and direction to capture relevant data from 2,000+ B2B customers worldwide. Partnered with third party and collaborated with business stakeholders to streamline the customer survey, compile/sanitize respondent data, and **translate findings into meaningful insights** for decision making and strategic planning.
- Improved product and product-line management planning by implementing differential management and decision-based financial analysis methods and tools, generating **30% in anticipated revenue growth**.
- Introduced standardized **change management framework** to drive consistency and efficiency for global business unit.

**Program Manager, Customer Information Privacy – EMGR & Global Leadership** ▪ 8/20xx to 1/20xx

Selected to develop a robust program to safeguard customer data. Defined companywide standards and procedures to prevent, detect, and respond to privacy risks. Worked closely with vendors to deliver reliable, leading-edge global and regional solutions. Partnered with software training delivery platform provider to create an information privacy e-learning platform for global marketing and sales teams. Developed and delivered training to 60+ employees on information privacy best practices.

- Balanced **business and technology expertise** to analyze business processes and data flow, track data inventories, classify risks, and conduct privacy impact assessments. Transformed information into real-world solutions for the global enterprise, and worked with internal audit teams to test program effectiveness.
- Received **Acme Accomplishment Award** for program architecture, development, and implementation.

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ACME INTERNATIONAL — *Experience continued ...*

- **Established Regional (EMGR) call center** to manage 800+ inquiries and requests in the first six months of the program. Hired and trained the staff, and created global procedures for privacy inquiry processing that were adopted as standards worldwide.
- Prompted marketing and product development teams to integrate privacy controls into product design and releases.
- Appointed to additional role as **Global Leader, Customer Master Data Management**.
- Guided a successful information privacy internal audit, coordinated filing procedures, and led 4 global business units to achieve **International Safe Harbor Certification**.

## Senior Management Consultant – Corporate Marketing and Sales Effectiveness ▪ 5/20xx to 8/20xx

Championed marketing and sales transformation efforts. Determined the strategy, plan, and roadmap in collaboration with the corporate transformation team. Implemented client-centered programs and initiatives.

- **Inspired and expertly managed change** to improve sales and marketing performance worldwide.
- Defined and tracked metrics to achieve **110% goal attainment** in revenue recognition, margin, cost, and customer satisfaction for the marketing and sales effectiveness initiative.
- Increased revenue 400% in emerging market by directing start-up operations and developing 15-year, **\$175M market growth** strategy.
- **Engaged, informed, and empowered marketing and sales leaders** and employees through events, training, and communication tools.
- Consulted with client executives and teams to identify needs and propose **groundbreaking solutions** involving customer service, new market development, pricing strategy, business alliances, sustainability marketing, and other high-value efforts.

### REVENUE OPPORTUNITIES

\$850M: Tapped new revenue streams via business innovation and growth plans.

\$315M: Traveled extensively in sub-Saharan Africa and led team to develop and target growth opportunities in the mining market.

\$55M: Delivered business alliance and innovation workshop to increase revenue generation in the textile chemicals field.

\$9M: Launched digital/online product for industrial protective garment solutions

### COST-SAVING OPPORTUNITIES

\$30M: Compliance System Design

\$45M: Business Model Overhaul

\$60M: Customer Service Optimization

PREMIER TECHNOLOGIES, Hecht, United Kingdom

## Technology Infrastructure Planning Manager ▪ 2/20xx to 9/20xx

Received executive mandate to revitalize the IT infrastructure for **superior performance, functionality, and reliability**. Forged cross-organizational relationships and improved competencies by leading a team of technical experts to design, implement, and enforce best practices. Steered business and technology process improvements.

- **Bridged the gap between technology and business** operations by creating a strong, confident, and focused team, eliminating silos, and establishing the IT infrastructure-planning-support function and process.
- Streamlined and standardized procedures in alignment with ICELS capacity management practices.
- Nominated and joined the prestigious **enterprise fast-track senior management** succession-planning program.

## Technology Strategy, Architecture, and Governance Manager ▪ 4/20xx to 11/20xx

Promoted to support business priorities through IT planning, governance, and solution architecture. Built relationships and established open lines of communication with 300+ business and IT stakeholders to **accelerate technology strategy adoption**. Provided input and expertise during IT Governance Council meetings.

- Produced **IT governance framework** to drive a systematic adoption and management of up to **\$700M in IT assets**.
- Increased visibility and boosted **knowledge of current trends and emerging technologies** by organizing software engineering expo with 25 international and local vendors and up to 95 technology leaders.
- **Selected to be one of five high-performing employees** nominated for pioneering international future leadership development pilot program, a joint initiative with a leading global business school.

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**Technology Strategist – CIO Strategic Initiatives** ▪ 7/20xx to 2/20xx  
**Software Engineer – Enterprise Application Integration** ▪ 1/20xx to 12/20xx

Earned unprecedented promotion to join the CIO's fast-track program for high-potential leaders within 2.5 years of employment as software engineer. Researched and managed IT strategic initiatives. Played integral role in technology-business planning, budgeting, and stakeholder relations.

- **Reduced operating expenses >40%** by leading cost-benefit analysis of 250 business systems and creating a cost allocation model for system rationalization.
- Proposed, presented, and secured executive support and buy-in for educational intervention—a business acumen training initiative for **2,200+ IT professionals**. Worked alongside corporate university leaders to design and implement the instructor-led program for the entire IT staff.
- Increased performance and retention by co-founding **enterprise technology mentoring program** to onboard, integrate, and mentor top-tier software engineers recruited directly out of university.
- Received the **Employee Service Excellence Award** for standout contributions.

*Established the foundation for success during prior role in **Software Engineering, Banking Software Solutions** for Green Bank Ltd. (Hedge UK Group Subsidiary), in Paris. Overhauled the user interface for national retail banking platform (used across 900 retail banking locations).*

## EDUCATION & CREDENTIALS

**Master of Business Administration (MBA)**  
**Concentration in Leadership and Innovation**

International Institute for Management Development (IMD), Paris, France

**Bachelor of Business Administration (BBA)**  
**Major in Management Information Systems (MIS) and Accounting**

Bergen University, Sparta, NJ, USA, (Central Campus)

## PROFESSIONAL DEVELOPMENT

Six Sigma Black Belt Certified

Acme Marketing Excellence Certificate

Acme Product Line Management Certificate

Acme Sales Fundamentals Certificate

ICELS Foundation Certificate in IT Service Management

## PROFESSIONAL MEMBERSHIP

IABP: International Association of Business Professionals

LCS: London Computer Society

*Fluent in English; Basic Proficiency in French*