

ARNOLD WALMART

Number Street
City, State Zip

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PROFILE: STRATEGY / MARKETING EXECUTIVE

Marketing, planning, operations and communications leader and strategic development executive. Skilled strategist in specialized areas such as assessing a company's strengths / products / markets / customers, leading management team in strategic process, revenue-per-customer optimization, business model enhancement, performance enhancement, mix, growth and profitability of products / services portfolios and channel delivery. Proven track record in launch of new lines of business. Willing to challenge conventional wisdom and test hypotheses to ensure effective planning and evaluation of results. Broad experience in driving and supporting venture / investor and Board of Directors interests. Develop overall market presence by focusing attention on closest competitor. Excellent business writer and presenter. Effective team leader; keep meetings relevant, productive. Expertise includes:

- Implementing product / market strategy.
- Growing into new markets.
- Identifying and profiling target customers.
- Competitive analysis.
- Building financial resources during growth.
- Growth roadmap and future success analysis.
- Driving strategic process within organizations.
- Defining competitive advantage / value proposition.
- Penetrating / optimizing market sweet spots.
- Winning over customers for market share.
- Technology market development.
- Due diligence, financial analysis, complex modeling.

PROFESSIONAL HISTORY

COMPANY NAME, LLC, City, State

2003-Present

Principal

Founder and leader of management / marketing consultancy advising technology clients such as SonicWALL and Thomson Learning, with up to seven contracting management consultants per project.

COMPANY NAME, City, State

1994-2003

Principal (1998-2003)

Advanced rapidly from Senior Consultant to Manager to Engagement Manager to Principal. R.B. Webber was a Global 2000 management / analytics consultancy to technology industry leaders as well as startups in enterprise software, wireless communications, eCommerce and web services, with expertise in (1) Go-to-Market, (2) Product-Market and (3) Technology Strategy. Provided expertise in market segmentation and entry / creation, global and local strategy, competitive analysis, developing / assessing growth alternatives, product-channel strategy, business plan development / inspection, pricing, revenue optimization and ROI analyses. Personal expertise in markets such as computer systems / devices, networking and wireless communications, enterprise software, internet software, services, flat-panel displays and semiconductors. Helped identify and / or structure technology acquisitions / alliances. Technology clients in hardware, software and services have included: Apple, Applied Materials, Cisco, CommerceOne, DuPont Displays, HP, Intersil, Philips / LG.Philips, LSI Logic, Nokia, Solectron, Splash, and Tower Semiconductor.

COMPANY NAME, INC., City, State

1989-1993

President

President of design and manufacturing company listed in the 1990 and 1991 **Inc. 500** list of America's fastest growing privately held companies. Executive in charge of all planning, marketing, financing and operations.

- Dramatically increased market presence. Initiated sales to Japan and elsewhere overseas.
- Built the primary revenue sector, which was in creation and marketing of new products.
- Reduced lead time, increased capacity utilization, initiated work cells and manufacturing performance measures, and developed hiring / training procedures, resulting in an increase of **100% in capacity** and **40% in productivity**.
- Reorganized company departments. Recruited management team from companies in same industry. Restructured bank financing. Moved company to a larger facility. Improved customer service.

COMPANY NAME, City, State

1984-1989

Senior Consultant

Senior consultant and shareholder for international management consultant company providing deep expertise and actionable advice to clients primarily in financial services, energy services and telecommunications, including several small technology firms.

- **Operation Review / Improvement:** Developed / implemented cost reduction program for a \$35 million manufacturer during restructuring and 'turnaround'. Closed under-performing warehouses, resulting in **35% reduction** of inventory during six months. Improved profitability, prepared company for sale. Developed a production consolidation strategy for a large consumer company; identified new markets.
- **Sales / Marketing:** Created sales strategy for a publisher that stopped attrition in subscription base. Designed a sales compensation program that a small wholesaler used successfully for three years. Completed competitive and strategic assessments for a variety of hardware and software technology companies, and advised them regarding competitive analysis, market size, share and acquisition.
- **Finance / Accounting:** Created financial analysis tools that successfully analyzed product and customer profitability, budgets / forecasts, and computer-based models, to evaluate potential of strategic marketing alternatives to improve bottom line. Advised president of a technology firm in setting up an ESOP and restructuring company and debt. Directly participated in negotiation of sale of one company and purchase of another. Measured financial and market value of various companies.

PRIOR EXPERIENCE

COMPANY NAME, City, State, **Partner** — Managed operations of full-service travel agency. Doubled revenues while reducing overhead by 30%. Traveled to three continents

COMPANY NAME, City, State, **Small Business Consultant** — Developed operating plan that helped turn around a small manufacturing company into profitability within six months. Reported directly to company president.

COMPANY NAME, City, State, **Materials Specialist** — Supervised operations of materials department for manufacturer of private aircraft. Reduced inventory costs by 50%.

COMPANY NAME, City, State, **Material Planner** — Procured, monitored and controlled internal semiconductor supply. Participated in new product development and start-up of offshore fabrication.

COMPANY NAME, City, State, **Information Systems Consultant**.

EDUCATION

MBA, Harvard Graduate School of Business Administration (Class Secretary). Boston, MA.

BS, Purdue University (Honors Student, Student Body President), West Lafayette, IN.

PROFESSIONAL DEVELOPMENT / COMPUTER SKILLS

- APICS Certified in Inventory Management (1997).
- Attended numerous seminars in Mergers and Acquisitions, Computer Networking and Leadership Training.
- Thorough understanding / use of Word, Excel, PowerPoint, Outlook and related tools / applications.

AFFILIATIONS

- Board Member, North Bay Children's Center, City, State.
- Member, Second Harvest Food Bank, East City, State.
- Member / Leader, Stewardship Committee, Search Team for Youth Minister and Men's Group, local church.
- Member and Presenter, Blue Ribbon Task Force, Name Elementary School.

ADDITIONAL

Interests: Public speaking, comedy, art, reading, running and sports. Co-authoring a book about men finding fulfillment in all areas of life from career to family to community. Familiarity with spoken and written Japanese.