

NAME

Address: XXXXXXXX, New York, New York 10001 **Phone:** XXX.XXX.XXXX **Email:** XXXX@gmail.com

VICE PRESIDENT OF BUSINESS DEVELOPMENT

QUALIFICATIONS PROFILE

Challenge-driven, goal-oriented, and seasoned professional, offering solid leadership experience in all facets of business development. Recognized for strong work ethic and commitment in attaining corporate objectives to drive revenue growth. Equipped with exceptional critical thinking, problem-solving, and decision-making skills in identifying opportunities toward productivity. Expert at analyzing organization's market standing; formulating innovative plans; and facilitating marketing efforts to increase brand recognition within business-to-business (B2B) and business-to-consumer (B2C) markets. Adept at conceptualizing and executing initiatives within challenge-driven environments.

CORE COMPETENCIES

Operations Management | Business Improvement | New Market and Brand Development | Process Optimization
Strategic Planning and Implementation | Customer Service and Relations | Account Needs Assessment

PROFESSIONAL EXPERIENCE

XXXXXXXXXX, New York, NY

Senior Vice President, Business Development 2015–Present

- Formulate and execute initiatives to maximize growth potential of the company's business in the global market by determining long-term approaches resulting to profitability
- Conceptualize roadmap for the new business structuring efforts by developing comprehensive operational plans
- Collaborate with Product Management and Finance teams regarding pricing administration and customer profitability; pricing and product mix against competitor assessment; and pricing updates or business models recommendation
- Take charge of monitoring major industry trends including regulatory and competitive challenges; as well as creating plans and solutions to resolve evolving risks
- Provide hands-on support on special projects and marketing initiatives to increase sales and client retention
- Build relationships with primary customers by facilitating customer sales calls, national shows, events, and conferences

Vice President, Business Development 2009–2015

- Assumed accountability in implementing and integrating business advancement opportunities
- Managed business development functions including partnership with the enterprise level to identify strategy and plans
- Spearheaded a wide array of primary activities which included new account acquisition; sales force training; web-based sales, infomercial sales, and new product launch support; pricing implementation; customer service development; customer relationship management; and internal sales integration
- **Oversaw business development activities that capitalized on the company's brand from establishing alliances to developing brand awareness**

Sales Manager | Accounts Manager 2004–2009

- Created and applied business development plans to restructure competitively challenged areas by managing sales for channel accounts
- Optimized administrative processes to increase customer business transactions
- Held responsibility in leading the new market and brand development, while directing career mentorship for the team

EARLIER CAREER

XXXXXXXXXX, New York, NY

National Accounts Manager National Accounts Marketing Associate

XXXXXXXXXX, New York, NY

Office Manager

EDUCATION

Bachelor of Science in Business Administration ▪ XXXXXXXXXXXX, New York, NY