

JOHN B. DOE

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INTERNATIONAL SALES & MARKETING EXECUTIVE

Highly accomplished international sales and marketing executive with extensive experience **developing brands on a global scale**. Outstanding track record of cultivating a global presence for **premium consumer brands in 60+ countries** by leveraging a multi-tiered network of internal overseas staff and **direct-to-retail partnerships, distributors, and agents**. In-depth understanding of global and regional consumer preferences, market trends and industry dynamics across multiple product categories to realize cross-market synergies, expand brand reach and create **robust international sales growth**. Demonstrated success in developing profitable partnerships with key global retailers and distributors in major markets across **Europe, Latin America, Asia-Pacific and the Middle East**. Expertise in launching lifestyle brands and managing full market lifecycle: research, analysis, market entry and market saturation. Advanced fluency in Mandarin Chinese; **deep understanding of international business culture**, negotiation practices and customs.

AREAS OF EXCELLENCE

- Global Brand Development
 - Mandarin Chinese Fluency
 - International Territory Management
 - Global Brand Positioning
 - Promotional Event Management
 - Strategic Marketing Expertise
 - Global Corporate Strategy
 - P&L/Budget Management
 - Project Management
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PROFESSIONAL EXPERIENCE

Vice President, Field Marketing Officer – International Sales Epic Brands

March 2014 – Present

North America's leading resource for nationally branded home and lifestyle products with a \$750M portfolio of 30 brands.

Develop global sales and marketing of premium design brand portfolio (\$10M) in key target international markets. Direct a multitiered network of overseas internal sales teams, key national and global retail partners, agents, and distributors. Create and execute strategic 5-year plan for international corporate structure and global sales channel integration of joint venture and equity interest partner companies, including the largest housewares manufacturers in the UK and Mexico. Transition global sales territories and marketing assets of newly acquired brands from representation by external distributors and agents to management by internal overseas teams and direct-to-retail partnerships to increase profit margins, grow annual revenues, and enhance sales channel placements. Successfully manage complex sales channel partnerships with mutually competitive retail and distributor partners using a blend of product segmentation and program exclusivity to maximize territory revenues and optimize profit margins.

Select achievements:

- Achieved superior revenue and profit growth by introducing new product categories and launching custom-designed programs at key global, national and E-commerce retail accounts, including:
 - Costco: Korea, Mexico, Australia, Taiwan & Japan
 - Walmart: China, Brazil, Mexico and ASDA
 - Amazon: UK and Germany
 - Mercado Livre: Latin America
 - Taoabo: China
 - Avon: North America and Latin America
 - John Lewis, Lakeland, and Selfridge's: UK
 - Galeries Lafayette: France
 - El Corte Inglés: Spain
 - Tokyu Hands, Loft and Isetan: Japan
 - Shinsegae, Hyundai, and Lotte: South Korea
 - El Palacio de Hierro, Liverpool and Sears: Mexico
 - Camicado, Tok&Stok, ETNA, Tool Box: Brazil
 - Falabella and Ripley: Chile, Peru and Uruguay
 - Pepe Ganga: Colombia
 - Williams Sonoma: Australia
- Set global pricing strategies to ensure synchronization amongst regional territory distributors and direct-to-retail partners
- Launched promotional initiative to introduce the New York brand reaching 100,000 premium consumers in partnership with El Palacio de Hierro in Mexico
- Promoted brands with placements on Brazilian Telenovela programming broadcast in 20 countries
- Created branded in-store retail consumer experiences coordinating overseas and headquarter-VM teams to achieve outstanding international brand reach in alignment with global brand positioning.
- Produced Spanish-language product promotional videos reaching viral audiences across Spain, Mexico, and South America.

**Director of International Sales
Score Inc. (acquired by Epic Brands)**

2013 – 2014

Leading premium design consumer goods and lifestyle brand. Acquired by Epic Brands in 2014.

Responsible for managing, developing and enhancing global distribution and retail partnerships for over 60 countries across Europe, Asia, Australia, South America, the Middle East and Africa. At time of acquisition, hand selected by President of Epic Brands and promoted to the Vice President position to manage international sales and marketing for the premium design brand portfolio.

Select achievements:

- Increased Intentional sales revenue by over 600% for the 2013 fiscal year
- Identified distribution partners and negotiated distribution agreements in key global target markets
- Introduced brand and product range to leading retail partners in key global target markets (see account listings under Lifetime Brands above)

**Sales and Marketing Representative, China & Hong Kong
John Doe Corporation**

2006 – 2012

Premier manufacturer and retailer of sporting goods.

Led all aspects of business development to pioneer new sports industry. Oversaw full-cycle wholesale and marketing operations including industry analysis, brand development, business negotiations, and retail sales management. Cultivated key strategic partnerships with corporate and governmental bodies. Closed dealership agreements with exclusive, high-end apparel retailers. Managed brand presence at major trade shows. Created in-depth market entry proposals, conducted industry analysis, and drafted short- and long-term development plans. Closed dealership agreements with exclusive high-end apparel retailers.

Select achievements:

- Built and nurtured a national network of China's top-performing Independent Retail Partners to market the product line.
- Increased annual sales revenue by 600%, achieving a market share of over 80%.
- Founded retail network of 50 shops in over 20 cities.
- Managed sponsorship of Chinese Olympic team and top amateur athletes; negotiated all related agreement terms and promotional appearances.

EDUCATION

John Smith University

Graduated 2002

Bachelor of Arts and Certificate of International Relations
East Asian Studies Major with focus on Political Economy of China

Associated Colleges in China, Beijing

2000 - 2001

Business and Classical Chinese; abided by contractual agreement to speak no English for 6 months.

ADDITIONAL COMPETENCIES

ABC Hotel Group, Global Executive Development Training

2004

Enhanced skills through intensive training on the sales, marketing and operations of franchise hotel brands.

Mandarin Chinese

22 years of demonstrated proficiency with the Chinese language; advanced language skills coupled with in-depth understanding of Chinese business culture, negotiation practices and customs.