

NAME

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GLOBAL MARKETING DIRECTOR

Seasoned, innovative, and accomplished marketing executive with a 15+ year track record of success in achieving record growth and profits in highly competitive markets for global organizations. Expertise in strategic planning and execution, sales and marketing, product development, operations management, market research, data analysis, and market segmentation. Adept at creating innovative, needs-based solutions in challenging environments by implementing strategies producing superior results and sustained growth. Proficient in analyzing operations, identifying weaknesses, and implementing improvements to increase productivity and efficiency, while controlling costs. Established leader with a history of building, training, motivating, and directing high-achieving sales and marketing team. Highly skilled at applying communication and interpersonal skills to interact, collaborate, and build alliances with customers, executives, senior leaders, associates, and vendors.

AREAS OF EXPERTISE

Strategic Planning & Execution | Revenue & Growth | Sales & Marketing Management | Relationship Building
Market Development & Segmentation | Budgeting | Product Management | Training & Development
Team Building & Leadership | Key Account Management | Market Data & Analysis

PROFESSIONAL EXPERIENCE

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2013 – Present

Head of Global Marketing – Beverage, 2014-Present

Oversee and direct global marketing operation for a \$275M beverage coating business, developing, aligning, and executing a comprehensive marketing plan to drive revenue and profits while leading a team of marketing managers around the world. Create global and regional plans to align with multiple, global stakeholders while leading execution. Establish product development strategy with an innovative roadmap targeted at key stakeholders, including owners. Convert roadmap into a new product development plan with basis market understanding, trends and customers, and brand owner feedback, executing in a timely manner. Enable company to gain market leadership through development of a compelling value proposition and deployment of communication plan. Build partnerships with brand owners, including customer's clients, while directly managing the relationships.

- Developed and executed five-year global marketing strategy.
- Spearheaded initiative to develop relationships and partner with customer's clients, representing large brand owner to create products for future market needs.

Head of Sales, US & Canada, 2013-2014

Directed Sales and Technical Service teams for a \$100M packaging coatings business in US and Canada. Built and motivated a high-performing team to meet and exceed all sales target by executing a comprehensive sales and marketing strategy and identifying customers' needs to develop cost-effective solutions for clients. Established team and individual sales goals. Cultivated and developed strong, loyal customer relationships. Prepared and presented sales, revenue, and expense reports to senior management. Segmented customers and potential customers and realigned accounts to team members' basis customer strategy and team member competencies.

- Successfully created a proactive sales team in tune with customers' needs and dedicated to growing customer base and driving profits.

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2011 – 2013

Director, Product Management & Business Intelligence

Led product management and business intelligence functions for a \$1.5B North America decorative business. Integrated new Product Management Department into company's mainstream, establishing its agenda and improving organization's project delivery performance. Built and developed new teams. Ensured innovation project success by leading and managing product managers and collaborating cross functionally to deliver project launches within timelines. Aligned North American product management and innovation plans with global strategies. Identified customer decorative product needs. Developed and executed process for comprehensive product benchmarking in North America, leveraging benchmarking results to plan future product strategies and sales team training. Closely involved with focus group and consumer and professional research. Directed execution of rationalization of product formulations across North America. Standardized business intelligence methodology between US and Canada. Launched new initiative for benchmarking products in collaboration with contractors to plan future product architecture and sales team training.

- Led cross-functional team delivering \$10M in cost savings without impacting performance.

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2009 – 2011

Director Sales, India & South Asia BA

Oversaw sales operations for a decorative paints business, developing and executing sales and marketing strategy. Drove growth by creating differentiators in four channels: professional; general retail; modern retail; and rural. Grew professional business at twice the market, implementing segment and key-account led strategy. Focused the dealer business team from sell in to sell out, improving profitability, growing focus brands, increasing dealer engagement, expanding distribution, and revitalizing non-performing accounts. Replicated store models from China for modern retail business focusing on high-end brands.

- Managed, motivated, and led change within 600-member sales team to embrace and believe in overall strategy.
- Turned around stagnant business into fastest growing paint company in the country by defining a clear strategy and building a winning mind-set.
- Increased business performance 16% in 2010 and 26% in 2011 after flat performance.

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2005 – 2009

General Manager, Projects Business & Decorative Paints

Developed and executed strategy to drive fastest growing business of organization, a \$50M professional business targeting large users of paints. Created segment-led strategy for business, choosing new home construction and apartment repainting segments as growth drivers. Aligned marketing and sales elements to chosen segments by targeting geographies, organization structure, and product portfolio.

- Successfully achieved 35% year-on-year growth, delivering fastest growth in the industry by establishing strategic direction, building motivated and winning team, scanning market landscape, and capitalizing on emerging opportunities while developing sales operations.
- Improved effectiveness 180-member sales team by tailoring and implementing sales force management software for projects business sales team.
- Doubled business within two years of taking over by focussing on key segments and geographies and developing and deploying strong processes for managing sales opportunities.

EDUCATION & CREDENTIALS

MBA, Marketing, Faculty of Management Studies, Delhi University, India

B. Tech, Chemical Engineering, Indian Institute of Technology, BHU, Varanasi, India

National Talent Scholarship

Professional Development

Managers for Leadership Course, 2000, Leeds University, UK

Value Innovation & Blue Ocean Strategy, 2011, Executive Program, INSEAD, France