

CAREER ACCELERATION NETWORK®

An Executive Résumé may be longer than 2 pages; it should include details of accomplishments, and be conservatively written. The presentation should be understated. The original résumé presented by a Sales & Marketing executive was more than 4 pages long; the font was unacceptably large, the descriptions were vague:

PROFESSIONAL EXPERIENCE

VICE PRESIDENT OF SALES & MARKETING, 2004 – Present

CUIDADO, USA; Doylestown, PA; a subsidiary of the CUIDADO Group; Granada, Spain

Plan, develop, coordinate, and manage all sales, marketing, public relations and pharmacy development initiatives. Participate in annual Board meeting and report directly to the President.

- Oversee a sales team of 27 and manage a sales support, marketing, public relations, and pharmacy development staff of 10.
- Manage top 3 company accounts representing 20% of company sales volume.

DIRECTOR OF NATIONAL SALES, 1997 – 2004

Plan, develop, coordinate, and manage the sales team in the execution and achievement of sales, promotion, and marketing objectives. Responsible for the overall sales strategy including...

- Manage a sales team of 24 and 1 key account.
- Manage sales agent in Puerto Rico.

The revised résumé was 2 pages long; it placed the executive in context within his industry, and detailed his specific contributions as an executive, manager, and sales professional.

Selected Accomplishments

Cuidado Group - Grandada, Spain

1994-present

Cuidado Laboratories, USA is a subsidiary of the Cuidado Group, a \$500 million public company and second largest OTC healthcare company in Spain...

Vice President - Sales and Marketing, 2004-present

Key member of USA management team, reporting to the President. Plan and direct all aspects of marketing and sales policies, procedures, and initiatives.

- Oversee direct sales team of 27 as well as selected brokers....
 - Sales increased an average of 23% per year while VP, Sales & Marketing
 - Achieved dominant 44% market share in core distribution channel
 - Manage three Key Accounts with revenue equal to 20% of company sales volume. Two-year sales increases – Whole Foods +23%, Wild Oats + 19%...

Director of National Sales, 1997 – 2004

Developed and maintained superior 24-member sales team as well as brokers; managed two key accounts, and directed the work of a medical development broker in Puerto Rico...

- Cuidado USA realized average sales increase of 13% per year during tenure as Director of National Sales

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