

MAJOR DAVIDSON

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GLOBAL CHIEF EXECUTIVE & OPERATIONS OFFICER

Driving Organizational Excellence through Start Up, Turnaround & High Growth Management

Passionate, innovative, well disciplined change agent with extensive international business acumen, problem solving expertise, outstanding communication skills and proven ability to interface at all levels. Strategic planner with history of designing, branding, building and delivering mission-critical sales, marketing, operational and technical solutions that generate exponential results in revenue, profits and cost reductions. Inspiring leader and influential client liaison dedicated to maintaining highest level of integrity while hiring qualified talent and retaining long-term partnerships.

AREAS OF EXPERTISE

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|-----------------------------------|------------------------------------|---------------------------------|
| ♦ Visionary & Strategic Planning | ♦ Full Cycle Sales & Marketing | ♦ Recruitment & Training |
| ♦ Mission Critical Execution | ♦ Profitable Contract Negotiations | ♦ Multinational Team Leadership |
| ♦ Finance & Administration | ♦ Key Account & Vendor Relations | ♦ Performance Improvements |
| ♦ P&L/Operations Management | ♦ Software Development Management | ♦ Process Reengineering |
| ♦ Policy & Procedures Development | ♦ B2B Web Applications & Support | ♦ Quality & Cost Controls |

ACHIEVEMENT HIGHLIGHTS

SALES & MARKETING

- **Directed aggressive turnaround that transitioned \$1M loss to \$11M profit on \$43M sales.**
 - Built core product and high powered sales team, revamped marketing strategies, implemented pipeline management system, controlled delivery costs and personally negotiated and closed contracts with key accounts.
- **Grew sales by average 35% per year while maintaining 26% profit margin.**
 - Redirected outdated business strategy/priorities towards consultancy focus and ‘billable hours’ paradigm and designed/integrated time utilization system to monitor and manage service delivery.
- **Uncovered and delivered additional \$250K in existing account business** by developing new maintenance plan that transitioned clients from former 8-10 year, low rate contracts to more profitable structure.
- **Retained long-term revenue during 2001-2002 recession phase** by working closely with clients to identify staff/fee reduction opportunities and restoring maintenance contract renewals.

OPERATIONAL & HUMAN RESOURCES

- **Successfully managed organization through 9/11 period and 6-month absence of prospects and cash flow.**
 - Negotiated loans from Parent Corporation and cut monthly overhead by 60%.
- **Completely realigned company personnel according to position needs,** instituted profiling/reference-based staffing procedures and hired new top caliber talent across all levels and department functions.
- **Fundamentally transformed organizational culture from easygoing and apathetic to notably ‘most professional’** in attire, attitude and accountability in less than two years.
- **Instilled commitment to process innovation while strengthening communications** between management and staff through development and launch of 7-Habits Training Program.
- **Created predictable monthly and enduring revenue stream covering roughly 60% of operating costs.**
 - Introduced ASP software delivery method that eliminated system monitoring and large order cash outlay.
- **Sped up and eased expansion potential by relocating office to modern facility with updated technology** and new administrative systems that effectively managed internal operations and controls.

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PROFESSIONAL HISTORY

INTERNATIONAL SOFTWARE COMPANY, City, State

PRESIDENT & CEO (2000 – Present); **BOARD MEMBER** (1995 – Present)

Progressed to top ranking role responsible for directing 80+ staff with ownership of strategic planning, operations, sales, marketing, HR, administration and P&L management functions and revitalizing organization challenged by management, employee morale, productivity and fiscal issues.

Tenured Achievement (Key Contributions noted in previous Highlights section):

- Helped transform startup to leading, thriving, financially-sound software solutions provider with over \$50M in annual revenue and 450+ staff spanning 16 locations in U.S., U.K., Australia, Honk Kong, Japan and South Africa.

INTERNATIONAL DEVELOPMENT DIRECTOR (1998 – 2000)

Managed 10 personnel and leveraged successes in U.K. from previous role to oversee P&L and operations management of Australian subsidiary and South African distributor.

Key Achievements:

- Drove annual revenue from zero to \$500K in two years by drafting and negotiating contract agreement with key distributor in South Africa and contributed strategic planning/tactical support to sales team.
- Built organizational structure and set up business processes for Australian subsidiary and led growth from 4 to 15 staff and annual sales from \$150K to \$1M in just three years.

OPERATIONS DIRECTOR (1995 – 1998)

Directed team of 80 and managed virtually all aspects of business operations with emphasis on key account management, project management, continuous process improvements and staff recruitment/training.

Key Achievements:

- Spearheaded front-line role in development, delivery and support of ABC Company that carried \$4M in order value and \$3M in associated/maintenance fees and maintained costs at minimum while achieving high profits.
- Contributed interactive, motivational leadership during dynamic and challenging IPO period and inspired team to deliver quality product/service despite long work hours operating under skeleton staff.
- Created structure and controls by automating/tracking client correspondence, which improved project management effectiveness and doubled annual project value from \$250K to \$500K.
- Trained PMs to achieve true understanding of client needs and translated internal/external feedback into standard product base, which improved reduced constant reconfiguration and decreased development time.
- Sustained effective pace with company's rapid growth by recruiting, hiring and advance-training well-qualified energetic candidates and appropriately accelerating career progression from support to high level management roles.

SUPPORT MANAGER (1992 – 1995)

Formed and effectively managed departmental infrastructure by hiring, guiding and promoting up to 40 employees spanning project management, help desk, installation and training, and successfully led implementation of 20-40 client systems per year that served thousands of users.

EDUCATION

State University, City, State

B.S., COMPUTER SCIENCE

Keywords: senior management executive, process automation, economize, prioritize, organizational psychology, flagship products, product refinements, system enhancements