Robert Smith

Lead Market Development Manager

CONTACT DETAILS

1737 Marshville Road,
Alabama
(123)-456-7899
info@qwikresume.com
www.qwikresume.com

PERSONAL STATEMENT

Highly qualified Market Development Manager with experience in the industry. Enjoy creative problem solving and getting exposure on multiple projects, and the collaborative environment on which your company prides itself.

WORK EXPERIENCE

Lead Market Development Manager

ABC Corporation - 1992 – 1995

Responsibilities:

- Reported to the Director of National Distribution Marketing.
- Spearheaded the development and execution of strategic marketing programs with national distribution channels at the VP and Director level.
- Focused on market penetration, new product development and introduction, and material management opportunities.
- Doubled target revenue objectives to $3.6M; generated more than $1M in incremental revenue via logistical management of distributor material stocking programs.
- Co-developed and negotiated national distribution contracts with 2 prominent National Telecom Distributors.
- Developed and trained distributor channel sales teams on new products, establishing competitive sales features.
- Cultivated direct working relationships at the VP and Director levels.

MARKET DEVELOPMENT MANAGER

ABC Corporation - 1988 – 1992

Responsibilities:

- Door to door prospecting for Verizon FIOS and Sony Ericsson product.
- Manage wireless local agent and home theater stores.
- Conduct weekly visits and fill out call report.
- Update clients with new promotions/products.
- Give feedback on store performance.
- Oversee and conduct face to face training of ordering tool and product knowledge.
- Conduct table top events to drive brand awareness.

Education

MBA - (Eastern Illinois University - Charleston, IL)

SKILLS

Microsoft Office.

LANGUAGES

English (Native)
French (Professional)
Spanish (Professional)

INTERESTS

Climbing
Snowboarding
Cooking
Reading

REFERENCES

Reference – 1 (Company Name)
Reference – 2 (Company Name)

© This **Free Resume Template** is the copyright of Qwikresume.com. **Usage Guidelines**