

Leslie Jones

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Sales and Marketing Director

Leading to Measurable Results

Sales management and marketing strategist with specialization in Sensor, Instrumentation, and Automation products. Key member of executive management teams. Master at:

- Determining the communication opportunity, target audience, and unique message requirements
- Developing brand and product stories that influence, inspire, and inform
- Delivering measurable results on time, on target and to budget

KEY STRENGTHS

Strategic Business Development	Regional Sales Management	Team Building and Leadership
Investment Client Management	Customer Relationship Building	Forecasting/Prospecting

SELECTED QUANTIFIED ACCOMPLISHMENTS

- Recruited, hired, managed, mentored, and motivated more than 120 sales representatives to develop customer service and sales skills resulting in more than \$1.5 million in sales revenue.
- Managed \$77 million revenue budget for third-party marketing products, continually exceeded revenue goals, and steered 38% revenue growth.
- Organized Marketing Strategies for the promotions of new instrumentation products that increased sales by 200%. Reached yearly sales goal of \$150,000 per quarter in 2010.

WORK HISTORY

Director of Marketing and Sales **1/1996 to Present**

California Instruments, San Jose, California | (555) 555-5555
\$25 million manufacturer of industrial pressure transducers and mixed signal ASICs sold to worldwide industrial sensor suppliers.

Recruited to lead and strategize worldwide sales and marketing initiatives. Supervises five regional managers, three inside sales engineers, and 14 independent manufacturers' representatives.

- Developed and implemented marketing and sales plans that resulted in 400% revenue growth (\$6 million to \$25 million in annual sales) over a 6-year period.
- Established sales representative network for industrial and automotive pressure sensor product line.
- Secured key design wins with major customers in automotive and industrial markets in North America and Japan.

Director of North American Sales **6/1993 to 1/1996**

Silicon Sensor Products, Fremont, California | (555) 555-5555
\$6 million manufacturer of silicon micro-machined pressure sensors sold to automotive and medical customers.

Recruited to lead a sales team of 5 regional managers and 31 distributors in the U.S., Canada, and Mexico.

- Developed and implemented strategic marketing plan that resulted in successful entrance into new international automotive and medical accounts.
- Launched three new sensor product lines to U.S. distribution channel. Resulted in a 34% increase in annual sales (from \$4 million to \$6 million) in less than 3 years.

EDUCATION

Bachelor of Science, Mechanical Engineering, University of California, Berkeley (GPA 3.65)

PROFESSIONAL AFFILIATIONS

Instrument Society of America	Society of Automotive Engineers	American Marketing Association
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