

# Sally K. Jones

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## SALES / SALES MANAGEMENT EXECUTIVE CUTTING- EDGE COMPUTER & INTERNET TECHNOLOGIES

Key Account Management ♦ New Business Development ♦ Direct Sales & Reseller Partnerships  
Consultative & Solution Sales ♦ Networking & Relationship Building ♦ Contract Negotiations

### PROFILE

Dynamic 20-year sales career reflecting pioneering experience and record-breaking performance in the computer and Internet industries. Remain on the cutting-edge, driving new business through key accounts and establishing strategic partnerships and dealer relationships to increase channel revenue.

- ♦ Expert in sophisticated e-commerce sales models and vast knowledge of both the e-business marketplace and the capabilities and complexities of products.
- ♦ Outstanding success in building and maintaining relationships with key corporate decision-makers, establishing large-volume, high-profit accounts producing as much as \$7+ million annually while maintaining excellent levels of retention.
- ♦ Well organized with a record of accomplishment that demonstrates self-motivation, creativity, and initiative to achieve both personal and corporate goals. Positioned repeatedly as #1 and #2 sales producer while delivering as much as 200% of aggressive goals.

*"Sally is a dynamic leader and arguably one of the best salespeople that has ever worked on any of the sales teams I have managed. I highly recommend Sally for a position within any organization."*

*-- VP of Sales, Millennium Software*

### PROFESSIONAL EXPERIENCE

2005 - Present **Web Communications, Philadelphia, PA**

#### DISTRICT SALES MANAGER

Execute direct and channel partner sales models for advanced e-commerce software applications. Target a broad market, meeting sophisticated e-business needs for customers that include Fortune 500s and emerging dotcoms. Interface directly with top-level executives, negotiate high-dollar contracts, and coordinate implementation. Manage accounts and orchestrate post-sale professional services and resources.

#### Key Achievements:

- ♦ Achieved 186% of quota and qualified for "President's Club." Grew sales to \$4 million within 6 months and positioned as the top #2 rep in the company.
  - ♦ Established alliances with 10 major integration partners and attained ranking as the top #1 sales producer within just one year, generating \$7.6 million annually.
  - ♦ Delivered \$2.8 million revenue, selling 2 of the first 5 units in North America of a newly released, cutting-edge e-commerce business solution.
  - ♦ Opened a completely unworked territory, surpassing all sales goals in spite of challenges associated with the sale of a v.1 release product with no reference sites.
  - ♦ Generated the highest volume of new accounts company-wide, and was recognized with a "President's Achievement Award," the company's most prestigious honor.
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1998 - 2005

**Millennium Software, Boston, MA**

**AREA SALES MANAGER** (1998 - 2005)

**SENIOR ACCOUNT EXECUTIVE** (1994 - 1998)

Built a territory spanning Maine to Pennsylvania for this \$5 billion provider of web development tools, web-based applications, and consulting services. Rapidly achieved goals and refocused to resolve challenging sales and personnel issues. Led a 10-person team generating \$15 million annually through sales of middleware and application server solutions in enterprise software space.

**Key Achievements:**

- ◆ Transformed an under-producing sales team, immediately resolving long-standing problems, and instituting incentives that elevated performance while building morale and motivation. Ramped area sales 550%+ in under 3 years.
- ◆ Surpassed personal quota, generating more than 200% of license sales goals and 175% of service sales goals. Overachieved area sales objectives every eligible year.
- ◆ Identified, pursued, and closed the largest license deal in company history, contributing millions of dollars through annually recurring revenue.
- ◆ Penetrated dozens of profitable B2B accounts, individually valued at up to \$2.5 million, with major Fortune 500 customers.
- ◆ Championed creative marketing initiatives, including seminar series with partners, sponsorship of national java user groups, and speaking engagements in Internet and e-commerce space.

1994 - 1998

**Multimedia, Inc., Saddlebrook, NJ**

**EAST COAST TERRITORY MANAGER**

Sold and marketed multimedia, computer-based training, graphics and 3-D design, photo-imaging, sound editing, and Web page development tools to key Fortune 500 and 1000 accounts. Supervised the sales force in all East Coast trade shows and industry events. Drove sales of more than \$8 million annually through consumer distribution channels; delivered an average 145% of channel quota.

1990 - 1994

Early career includes inside/outside sales experience with two large computer resellers targeting both consumer and business markets.

**EDUCATION & TRAINING**

**B.S., Business Administration** (1990)

University of California, Los Angeles

Extensive professional training in the areas of sales, relationship building, and leadership. Certified for IBM, Apple, and Compaq sales. Completed Novell Network sales training.

**TECHNICAL SKILLS**

Skilled with MAC OS, Windows 3.11, 95, 98, NT, and NT Server, MS Office (Word, PowerPoint, Excel, Access, Project, and Outlook), Director, FreeHand, Authorware, Soundedit 16, Extreme 3D, Backstage Desktop Studio, CC:Mail, Lotus Notes, Novell GroupWise, ACT, MS FrontPage, and Vivo Active Producer. Advanced Internet skills.

# Bob Johnson

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## Product Management & Marketing Executive

Highly accomplished product management & marketing expert with 15-years of executive-level experience leading large-scale product & service deployments, strategic marketing, and business development. Harvard MBA with a distinguished career history encompasses key positions with start-ups through Fortune 500 companies in the U.S. and abroad with extensive record of design, development and launch of world-class products & services.

### KEY STRENGTHS

Project Management • New Business Development • Marketing • Customer Service • Product Strategy  
Consensus Building • Process Implementation • Oral & Written Communication • Negotiation

### AREAS OF EXPERTISE

SaaS / PaaS • UX • Agile/Scrum Development • Digital Services • Cloud Solutions • P&L Management  
MRD / PRDs • Budgeting & Forecasting • Pricing • Content Licensing Product Life-Cycle Management  
Mobile Applications • Social Media Marketing

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## SUMMARY OF QUALIFICATIONS

### SERVICE DESIGN & DEVELOPMENT

- Devised release plans and roadmap for digital asset management platform instrumental in landing Warner Music Group, LOVEFiLM and other strategic customer contracts for Post-Production Company.
- Devised digital supply-chain strategy that resulted in multi-million dollar sales to five major online content delivery retailers in the U.S. and U.K.
- Designed and implemented multiple premium B2C and B2B services for major movie studios, TV, and cable network operators that supported primary revenue streams of a Digital Media Services provider.
- Built integrated set of product roadmaps to prioritize and sequence the enhancement of 65 different global services for a Post-Production Company.

### PRODUCT DEPLOYMENT

- Pioneered the launch of Switzerland's first high-definition, switched broadcast and interactive digital television (IPTV) services for the transition of a Cable Company's content delivery from analog to digital service.
- Launched cloud-based digital media service with full P&L responsibility, enabling post-production company to migrate services from satellite to Internet delivery, saving \$3 million in transponder fees.
- Rolled out PaaS for tier 1 & 2 Telco and cable service provider customers that automated manual content delivery processes and created a brand new revenue stream for a Digital Media Services Company.

### STRATEGIC MARKETING

- Developed messaging, positioning, pricing and promotions for broadband media products that maintained New Media Company sales levels in severely depressed market conditions.
- Created direct, channel, and event marketing programs and produced all sales collateral, including interactive web site, white papers, data sheets, promotional videos, sales presentations, product naming, and trademarks for multiple product launches (e.g., Prisma®, Disc Initiated Services®, and AnyView®).
- Developed strategic launch plans for online video and music delivery service, digital kiosks, live streaming, ad-supported video, and Blu-ray managed copy DVD services.
- Regularly requested as speaker at high profile US/international industry conferences and trade shows.

**LEADERSHIP**

- Built 3 different high-performance product management and marketing teams including a multi-cultural team in a multi-lingual environment in Switzerland.
- Led interdisciplinary teams directly responsible for the first ever streaming of the Winter Olympic Games (live and VoD) over an international DSL telephony network.
- Member of US expat team that built out operations throughout Europe for a Consulting Company over 3-year period.
- Managed offshore development effort that launched 3 new systems for a Management Consulting Company.

**BUSINESS DEVELOPMENT**

- Negotiated, papered, and ran strategic partnership with Microsoft TV resulting in a co-created user interface adopted by MSFT TV which now has more than 20 million users.
- Negotiated strategic partner and client contracts leading to the expansion of core internal platforms as well as \$5M of new business for a media delivery company.
- Closed over 70 content licensing deals with international content providers, Hollywood studios, major music labels, and technology suppliers for a Telco Company.

**FINANCIAL MANAGEMENT**

- Effectively managed multiple million-dollar budgets with full P&L responsibility for an array of companies.
- Successfully pitched business plan to acquire \$10M capital investment required to build and deploy digital supply chain services at a Post-Production Company.
- Member of internal M&A team consisting of the CEO and Board of Directors responsible for the acquisition of a technology firm that doubled company revenues.

**PROCESS IMPLEMENTATION**

- Implemented company-wide agile software development process leading to over 50% improvement in product development time for Digital Media Services Company.
- Designed and deployed corporate-wide product lifecycle, change management, and customer enrollment processes, resulting in dramatically reduced service launch time and operational effort.
- Initiated companywide best practices and tracking metrics to support new product launches and product extension programs for Cable Company resulting in multi-month reduction in standard launch cycle time.

**SENIOR LEVEL EXPERIENCE**

<b>Founder &amp; CEO, ISTAR VIDEO, LLC</b>	2013 - Pres.
<b>VP, Product Management, VUBIQUITY, INC.</b>	2010 - 2013
<b>VP, Product Management &amp; Marketing, TECHNICOLOR</b>	2007 - 2010
<b>VP, Product Management, MOVIEBEAM, INC. (a Walt Disney Company)</b>	2006 - 2006
<b>Head of Broadband Entertainment Services, SWISSCOM AG</b>	2002 - 2005
<b>Director of Product Management &amp; Marketing, VROOM TECHNOLOGIES</b>	2000 - 2001
<b>Director of Product Management, AVOLENT, INC. (Formerly NOVAZEN)</b>	1998 - 2000
<b>Principal, CGI (formerly AMERICAN MANAGEMENT SYSTEMS, INC.)</b>	1995 - 1998

**EDUCATION**

**MBA, Stanford University, Palo Alto, CA**  
Graduate of Harvard Entrepreneur's Toolkit Program  
Malone College, Canton, OH, Bachelor of Arts in English & History

# James S. Smith

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## SENIOR MANAGEMENT EXECUTIVE CEO / COO / PRESIDENT



**Repeatedly produce sustained revenue and EBITA growth in dynamic and changing markets.**

**Proven achievements in semiconductor, fiber optic, scientific instrument, space applications, and PC industries.**

**Extensive business background in international, multi-cultural environments.**

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Senior executive with verifiable year-after-year success achieving revenue, profit, and business growth objectives within start-up, turnaround, and rapid-change environments. Extensive experience with highly engineered systems, which require deep understanding of critical business drivers in multiple markets and industries; highly successful in building relationships with upper-level decision makers, seizing control of critical problem areas, and delivering on customer commitments. Customer-focused and performance-driven. Led and motivated worldwide teams comprised of more than 2,000 employees and managed P&L for business divisions exceeding \$400 million revenue.

Operations Management ♦ Acquisitions & Integrations ♦ Organic Business Growth ♦ Strategic Planning  
Staff Development-Promotion ♦ Performance & Quality Standards ♦ Customer Satisfaction & Allegiance  
Leadership Development ♦ P&L Management/Budget Planning ♦ Engineering & Manufacturing  
Change Management ♦ Commercial & Customer Support ♦ Strategic Partnerships

### SELECTED ACHIEVEMENT HIGHLIGHTS

- ❖ **Turned around an underperforming \$410 million global division**, streamlining 4 business units around a coherent commercial and operational worldwide strategy, restoring profitability, producing higher-than-market revenue gains, winning market share in strategic and emerging international regions, and delivering double-digit EBITA growth.
- ❖ **Reversed losses into profits, serving as catalyst for growth and expansion** of struggling \$80 million division; quickly restored forward momentum, generating year-over-year revenue gains and profits at steady 20% return-on-sales.
- ❖ **Integrated 6 acquired companies into a worldwide \$300 million division** that outpaced competitors, maximized share of strategic markets, and elevated earnings. Drove return-on-sales to height of 12%, championed 2 new acquisitions, and restructured operations for maximum cost savings and efficiency.
- ❖ **Transformed the poorest-performing business unit company-wide into a top-performer** generating \$60 million sales and 12% profits (and growing) in period of just 3 years. Regained control of the top end of the market and introduced new cost-effective solutions that enabled expansion into additional high-potential markets.

## PROFESSIONAL EXPERIENCE

### XXXXXXXXXXXX CORPORATION

City, ST, 1992 – Present

*Built distinguished, 15+-year record of progressive achievement and advancement with this \$2.4 billion producer of xxxxxxxx and xxxxxxxx devices and services.*

#### **PRESIDENT, XXXXXXXXXXXX Division, City, ST**

**2003 – Present**

*\$410 million division providing xxxxxxxx products/ services; comprised of business units focused on food and beverages, pharmaceuticals, oil and gas, and materials and minerals. Worldwide reach with facilities throughout Europe, Asia, and North America.*

Advanced to lead 3 global business units with staff of ~1,300 and \$250 million annual revenues; additional unit integrated in 2004 to bring totals to ~2,000 personnel and \$400+ million. Oversee team of 7 directors across all units/functions, including HR, finance, customer service, and business development, as well as sales, marketing, and R&D/engineering.

Spearheaded change division-wide, establishing new strategic direction for amalgamated division (acquired companies and units), leading financial turnaround for operations at near-zero profitability, and building strong leadership team.

#### **Bottom-Line Improvement**

- ◆ Ramped division from lowest-ranking profits in company to #3 position in 2005, reaching 11% profits, 40% gross margin, and 100% increase in EBITA and free-cash-flow performance; contributing factors included:
  - Re-engineering of factories and expense controls, strategic sourcing and value engineering;
  - Practical process improvements (PPI) and lean manufacturing best-practices;
  - Master scheduling for improved linearity, delivery reliability, and inventory reduction; and
  - New voice-of-the-customer (VOC) and stage-gate product development and launch process.

- ◆ Delivered year-over-year revenue growth of 5-7% and increased share of market in major accounts and strategically important international regions, including China, India, and Latin America.

#### **Strategy/ Mission & Vision Planning**

- ◆ Facilitated and guided business unit leaders in formulating new vision and strategic direction that successfully repositioned division as a differentiated competitor in the market, adding value to XXXXXXXX and earning prominent role in mainstream corporate strategy.
- ◆ Won CEO endorsement for newly defined vision and mission, with subsequent integration of strategy within CEO's presentation to Board of Directors, investors, and analysts.

#### **Operations Re-engineering**

- ◆ Led management team in identifying and correcting critical problems; reduced and streamlined overhead expenses, strengthened product gross margins, overhauled and improved operating processes and systems, resolved quality and warranty issues, and differentiated product lines.

#### **Customer Service**

- ◆ Contributed to business unit receiving top award from independent firm for customer satisfaction gained through after-sales service focus and improvements. Recognized for customer-centric focus and extraordinary customer intimacy in understanding and meeting needs.

#### **Team Development**

- ◆ Toured facilities worldwide (Europe, Asia, U.S.) to evangelize need for change and monitor progress on key metrics; upgraded and rebuilt 75% of leadership team.



#### **PRESIDENT, XXXXXXXX Division, City, ST**

**2000 – 2003**

*\$80 million division specializing in xxxxxx and xxxxxxx components/ systems.*

Handpicked to lead team of 7 business unit leaders and 2 directors in meeting performance improvement goals for division built through acquisitions and experiencing significant financial/operational challenges. Devised and executed strategic and tactical action plans focused on improving financial performance, establishing long-term business growth, and building top-performing team to drive achievement of objectives.

#### **Revenue & Profit Growth**

- ◆ Reversed losses to profits, driving 20% year-over-year revenue gains through 2002 and profitability at over 20% of revenue totals. Improved ROIC to ~40% and Working Capital Turns ~12.
- ◆ Produced profits at levels enabling XXXXXXXX to minimize losses from newly acquired XXXXXXXX and eventually sell entire XXXXXXXX operations for over \$250 million.
- ◆ Built acquisition pipeline and relationships with key R&D organizations. Implemented strong, aggressive marketing campaigns/programs within critical OEM markets.

#### **Change Management**

- ◆ Visited all sites personally and organized meetings with team on quarterly basis to ensure understanding of and gain buy-in for newly implemented changes.

*\$300 million division specializing in xxxxxxxxxxxxxxxx and accompanying post-sale services.*

Promoted to lead direct marketing, sales, service, R&D, manufacturing, finance, and administration activities for 7 product design/manufacturing sites and 10 sales/service offices worldwide, with total of 4 major product lines, \$300 million sales, and 1,200 team members. Led management team consisting of finance director, HR director, 4 product line managers, and 6 territory managers. Challenged to integrate newly acquired companies, improve financial returns, and grow market position.

**Financial Performance**

- ◆ Grew financial performance from below 5% to over 12% ROS through renewed focus on pricing, cost containment/reductions, sourcing, and organizational restructuring.

**Operations Expansion**

- ◆ Initiated and completed 2 acquisitions that resulted in procurement of technology for future use. Consolidated/repositioned 6 product lines from acquisitions into 2 product lines under new XXXXXXXX branding, eliminating product overlap and internal competition.



**GENERAL MANAGER/OPERATIONS MANAGER, XXXXXXXXXXXXXXXX**

*\$60 million unit located in Switzerland.*

Recruited to direct all operational functions within the \$60 million unit; following successful performance and achievement of objectives, earned promotion in 1993 to hold full P&L responsibility for unit, overseeing R&D, marketing and applications, sales, manufacturing, finance, and administration functions. Managed optical emission and X-ray spectrometer product lines.

**New Process Implementation**

- ◆ Introduced modern manufacturing techniques (gained from previous XXXXXX experience), adapted solutions to specific requirements and environment, resulting in 20% cost reductions, and 30% decreases in manufacturing cycle time.

**Operations Turnaround**

- ◆ Transformed XXXXXX in just 3 years from poorest-performing among XXXXXXXXXXX business units (zero to negative profitability totals) to one of the top-performing organizations, exceeding profit goals and driving change on multiple fronts (e.g. quality improvements, inventory cuts).

**Market Positioning**

- ◆ Re-established market leadership against major German and Japanese competitors by leading development of differentiated products, features, and services.

PRIOR EXPERIENCE:

Functional leadership positions in Operations and Engineering organizations (U.S. and abroad):

**Company Name / Another Company Name / Another Company Name / Another Company Name**

Achievements include managing staff of 270 and \$50 million operating budget to double manufacturing output of computers in just 6 months, without degradation of quality or morale and while simultaneously trimming 10% of costs for XXXXXX. Increased productivity 20% in a single year, managing a staff of 250 in manufacturing ASIC semiconductors for XXXXXXXX.

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**EDUCATION & CREDENTIALS**

**Bachelor of Arts (BA) in General Management**

XXXXXXXXXXXXX UNIVERSITY, City, ST

**Engineering degree in Optics/Physics**

ENGINEERING SCHOOL OF XXXXXXXXXXX, City, ST

**Professional Training & Development**

Dynamic Negotiations, XXXXXXXX, City, ST Global Leadership Program, XXXXXXXX, XXXXXXXX College

French nationality; hold U.S. Green Card  
Bilingual in French and English; some German