

# RESUME SAMPLE | SENIOR EXECUTIVE

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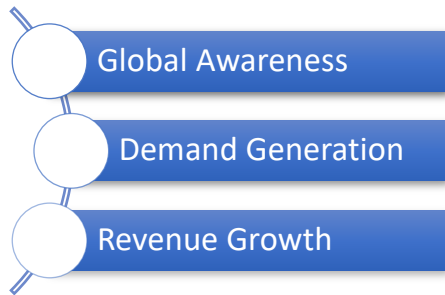
## GLOBAL SALES & MARKETING LEADER – SVP, CMO, CGO

### UNPRECEDENTED ROI AT FORTUNE 500 – CATALYTIC GROWTH IN EMERGING BUSINESSES AT INTEL

Commercial executive who builds engaged, inspired teams and creates bottom-line value for customers, shareholders, and internal stakeholders. Visionary with expertise bringing complex products to market, aligning strategy with market trends and customer needs, and unlocking competitive advantage through customer-centric strategy and culture.

- ▶ **Collaboration Leader** who delivers measurable business results by creating synergies up, down, and across organizations and galvanizes cross-functional teams to execute against clearly defined strategy in matrixed multinationals.
- ▶ **Growth Driver** who crystallizes revenue/EDITDA gains by building and scaling integrated demand generation platforms, CX management, and communication platforms in publicly traded, *Fortune*-ranked companies.
- ▶ **Change Catalyst** who challenges conventional paradigms, leveraging data-driven insights to inform connected strategy and build consensus around investments to grow awareness, share, and revenue.

### CAREER-DEFINING STRENGTHS & ACHIEVEMENTS



- ⇒ **Marketing ROI: 248%**
- ⇒ **YoY Sales Revenue Growth: 46%** (2017 – 2019)
- ⇒ **Marketing Booked Revenue: \$60M** (2019)
- ⇒ **Global Rebranding: 50 Countries**
- ⇒ **YoY LinkedIn Follower Increase 150%** (2018 – 2019)
- ⇒ **1st Global CX Platform: Launched in 2019**

*Growth Strategy – New Business Models – Go-to-Market Execution – Demand Generation – Brand Portfolio Architecture  
Product & Portfolio Marketing – Building High-Performing Teams – Culture Change – Budgeting/P&L Management*

### EXECUTIVE CAREER HISTORY

**INFO MANAGEMENT**, New York, NY | NYSE: INFO – \$4.2B Enterprise Records & Information Management Leader 2015 – Present

**Senior Vice President, Global Marketing** (2017 – Present) | **Vice President, Global Marketing** (2015 – 2017)

Recruited by C-suite with turnaround charter and continually expanded scope in CMO-level role with oversight of branding and communication, PR/social/digital marketing, portfolio marketing, customer experience, and demand generation. Instituted rigor, discipline, and controls with budget and governance for 9 unique business units. 80-person global team and \$20M+ budget.

- **Organizational Restructuring:** Restructured marketing organization into shared services centers of excellence to foster deeper integration across channels. Realigned Marketing globally with Sales (KPIs, priorities, and strategy) to earn seat at the table, then up-leveled talent to power success of portfolio marketing transformation.
- **Global Brand Relaunch:** Established global blueprint, recast under unified brand identity, and set clear international strategy with regional differentiation to streamline fragmented campaigns under cohesive narrative. Launched modern website and repositioned legacy content to cultivate top of funnel awareness of digital transformation capabilities.
- **CX Strategy:** Shifted budget and strategic priorities to customer experience, securing buy-in for global CX platform that enables IRM to mine NPS/customer feedback in order to shape product, marketing, sales, and operational decisions
- **Commercial Enablement:** Launched new enterprise messaging with brand architecture that frames capabilities around global business trends and customer needs. Piloted information maturity model that distills 30+ products into 4 categories with clear blueprint and talking points.
- **Market Turnaround:** Ignited performance in midmarket segment that consistently lagged at 35% goal attainment, introducing measurement metrics and market/segment strategy that accelerated to 115% of goal—and rising.

**INTEL CORPORATION**, Redmond, WA | \$77B Technology Multinational – NASDAQ: INTC

1999 – 2015

**Senior Director, R&D Center** (2014 – 2015)**Senior Director, Emerging Markets Strategy & Sales** (2011 – 2014)**Group Business Strategy Director** (2010 – 2011)

Developed strategy, governance, and tactical execution plans in series of executive development roles on high-priority teams. Introduced dashboards, KPIs, and talent development programs for emerging markets, product groups, and R&D Center of Excellence.

- **Creating Leadership Bench:** Recruited and developed top engineering talent as leader of Global Foundry Internship Program.
- **Go-to-Market Strategy:** Accelerated emerging markets growth to \$2.2B in influenced revenue through connected sales, marketing, PR, association, and government outreach campaigns.
- **New Business Models:** Defined multiyear messaging framework to migrate from traditional server business model to SaaS in China.

**Director – Enterprise Sales** (2007 – 2010)

Developed and managed team of enterprise sellers in \$90M sales region. Coached sellers to expand client conversations by evaluating buying drivers in context of larger trends. Earned trust by adding value to overall territory strategy, shifting from focus on individual opportunities to portfolio approach. Expanded scope to district-wide leadership role after 1st year.

- **Employee Engagement:** Sparked 53% lift in employee morale in midst of economic downturn by elevating sales process and talent.
- **Team Turnaround:** Catapulted district to top revenue companywide—\$336M new revenue—20% bottom-line growth.

**Director – Marketing & Sales Operations** (2005 – 2007)

Helmed sales operations for \$300M district. Directed annual sales planning and monthly business review process, empowering field sales teams with sales enablement and marketing solutions aligned with overall corporate business strategy and executable at regional/local level.

- **Catalytic Growth:** Fueled 200% pipeline increase, \$70M revenue growth in 1 year: from 12% in FY06 to 14% in FY07.
- **Solution Selling:** Delivered sales material, marketing collateral, and campaigns for SQL Server, Windows, and Office.

*Early Career Achievements at Intel***Director – Product Marketing – Security Business Group** (2004 – 2005)**Group Lead, Product Marketing – Security Business Group** (2003 – 2004)**Lead Product Manager, Enterprise Security & Firewalls** (2001 – 2004)**Product Manager, Windows Server Marketing** (1999 – 2001)

Gained foundational experience within product management organization for global leader. Promoted 3X in 5 years, advancing to oversee pricing, product planning, and overall business strategy for \$58M enterprise firewall and antivirus group operating as start-up within Intel enterprise.

**MORGAN STANLEY** | Financial Services & Banking Multinational – \$715B AUM – NYSE: MS

1994 – 1997

**Associate, Corporate Risk Management**

Reengineered legacy risk management platform into web-based application on Small Talk/Sybase backend, saving firm \$2M annually in manual processing and analytics costs.

## EDUCATION

**MBA –College, School of Business, New York, NY • 1999****BS, Information Systems, University, School of Business, New York, NY • 1994 | magna cum laude**Montville, NJ - 973.270.1777 - [rebecca@thejobgirl.com](mailto:rebecca@thejobgirl.com) - <http://www.linkedin.com/in/thejobgirl>