

JOHN H. SMITH, M.B.A.

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C-LEVEL EXECUTIVE | INTERNATIONAL EXPERIENCE | SENIOR MARKETING PARTNER

Strategic Planning ♦ Organizational Development ♦ Business Rhythm ♦ Performance Management ♦ Relationship Building
Insight/Governance ♦ Resource Management ♦ Efficiency Improvement ♦ Project Management ♦ Branding & Marketing

Energetic, driven, and motivated executive leader and process improvement expert with a record of initiative and results, strong ethics, and values. Exceptional relationship-building and communication skills evidenced by the ability to excel at establishing and nurturing collaborative relationships with employees, management, and executives. Proven ability to build and deploy successful organizational changes with multiple initiatives. Expert at driving global brand awareness initiatives and consumer buy-in to corporate vision through the implementation of strategic plans and engagement activities. A natural motivator and mentor with exceptional leadership experience in directing resources and promoting career growth.

Core knowledge and areas of expertise include:

Lean Six-Sigma Trained | Technology Development & Implementation | Public & Media Relations | Performance Management
Productivity & Operations Improvement | Quantitative & Budget Management | International Communication Plans | Networking

PROFESSIONAL HIGHLIGHTS

- ♦ Strong international business and operations background with more than 15 years in strategic marketing and sales that included development of multinational marketing plans and resulted in improved sales channels in Japan and India; created marketing strategies and plans for some clients to enter the Japanese market, increasing their brand recognition by more than 250%.
 - ♦ Trilingual in Norwegian (native), English (excellent), and Japanese (basic) with global experience working in several countries including Australia, China, Sweden, Russia, and England with a good understanding of, and openness to, various cultures and work ethics; mediate among multiple divisions within organizations and maintain productive relationships with staff.
 - ♦ Computer proficiency with PCs, Windows and Mac operating systems, and applications including MS Word, Excel, PowerPoint, Outlook, Publisher, and Project, as well as Photoshop, Illustrator, InDesign, Dreamweaver, Flash, Swish, and QuarkXPress; familiar with several ERP, Salesforce (CRM), and CMS systems and SPSS.
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PROFESSIONAL EXPERIENCE

SENIOR PARTNER & CO-FOUNDER

2012 to Present

Communications Hub, Ltd—Headquarters, Bangkok, Thailand

www.comm.com

Resource Management | Performance Management | C-Level Executive

Lead the development and facilitation of global branding efforts, IT strategies, and process improvements within the organization while establishing market presence in Thailand for various companies, working with 4 partners, and managing a part-time network of more than 35 employees.

Key Highlights

- ♦ Established this new marketing consultancy in January 2012 and headquartered in Bangkok, Thailand to help foreign companies establish brand and market presences in Asia; arranged events in Shanghai and Beijing to promote the release of new products to clients in the IT industry with more than 650 participants.
- ♦ Handled key responsibilities for running and maintaining two major Fortune 500 clients; headed online campaigns with social media content, monthly PR updates, and through advertising the accounts; created marketing strategies and plans for some clients to enter the Thailand market, increasing their brand recognition by more than 210%.
- ♦ Arranged trade show participation in Beijing, keeping costs down 35% by utilizing new, creative methods.

PROFESSIONAL EXPERIENCE CONTINUED ...

MARKETING MANAGER

Synergy AS— Global HQ in Sydney, Australia

2006 to 2012

www.synergy.com

Operations Management | IT Management | Marketing Excellence

Directed all internal and external marketing services in Norway, Sweden, Denmark, and Russia for this global product testing and certification company with more than 550 employees; chosen to work in Japan during the last 3 years of tenure.

Key Highlights

- ◆ Saved the company millions of dollars by leading a one-year IT reorganization project for this failing department; saved a dedicated and talented workforce by placing IT staff in other areas of the company; eventually outsourced all IT department functions and implemented important messaging systems to better service clients.
- ◆ Established a Marketing Department to rebuild Brand identity and improve customer care; trained Marketing and Sales personnel in sales tactics and the importance of customer care; implemented and set up a CRM system to simplify sales processes and analyze customer data.
- ◆ Trained in Lean Six-Sigma through Critical Chain Project Management Training to help improve critical chain management; improved information flow in other divisions, saving the company more than \$2M (USD) per year in costs, while improving efficiency and customer satisfaction for speedy service.
- ◆ Initiated Web site modernization, marketing, and a sales portfolio that produced informational and selling tools, resulting in increased sales and greater time-management efficiency for sales staff; created an Internet marketing promotions plan using a combination of Google, Baidu, and local web portals to generate leads directly tracked through Salesforce (CRM).
- ◆ Ran several successful events and conferences that strengthened brand awareness and sales in the European region; set up video conferencing systems to improve customer communications and reduce company travel costs.
- ◆ Awarded the “Employee of the Year, 2007” by Synergy Management Circle, for demonstrating an excellent work attitude and helpfulness beyond and above the expected.

KEY ACCOUNT MANAGER**2005 to 2006**

Vision Tech Television—Headquartered in Wellington, New Zealand

- ◆ Sold Vision Tech Packages to households throughout New Zealand, achieving and surpassing predetermined sales targets; sold Vision Tech Television Systems to body-corporate customers and grew the portfolio by 170%; maintained customer relations, handled customer complaints, and improved the CRM system with new tracking information for better data mining.

CO-FOUNDER/CREATIVE DIRECTOR, MEDIA DESIGN STUDIO**2000 to 2002**

Digital Energy Net AS—Office in Oslo, Norway

- ◆ Help set up IT systems for several local companies and set up a local web-hosting service, Server Park; ran and oversaw day-to-day operations for 8 Designer and IT specialists over a one-year period; created business logos, design manuals, print media, websites, and other material for local companies.
- ◆ Developed software for tracking golf players online in real time for a local golf center and software to create business cards online, resulting in reduced production of business cards from 1 business day to 1 hour.

PROFESSIONAL DEVELOPMENT

- ◆ School of Management University, Japan - Master of Business Administration, 2009-2011
- ◆ VMTech, Sydney, Australia - Bachelor of Business Administration (B.B.A.) in Marketing Management, 2003-2006
- ◆ Finland University of Science & Technology, Helm, Finland - Graphic Designer Apprenticeship, 1998-2001
- ◆ Blue Tech MGT, Olso, Norway - Degree in Graphic Design, 1996-1998
- ◆ State University of California, Hong Kong, China - Executive Development Program, Success and Failure in China

- ◆ Member of the Chartered Quality Association (London - www.thecqa.org) and ISM 9007 Quality Management Systems Lead Author Training; completed Salesforce.com Administrator training in France, Paris.