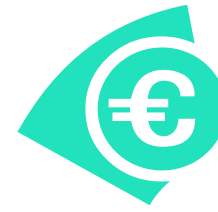
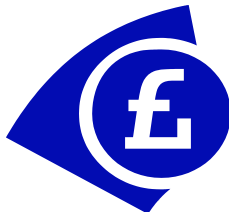


Personal Branding

Today's marketplace is fiercely competitive. The successful job candidate stands out by delivering a branding presentation to potential employers that contains the **WOW!!!** factor and compellingly portrays the **value** of your candidacy.



Why Personal Branding?

Welcome to the new world of résumés with a focus on Personal Branding / Marketing

1. Today's highly competitive marketplace requires understanding how to present your value in a recognizable and attractive format that distinguishes you from the competition. **How you market yourself to others!**
2. You are your most valuable commodity – **The Product** – and your success depends on how you position your **brand** and the presentation of your accompanying **marketing materials**.
3. Your presentation package defines the values, personal and business, that make you stand out, and **branding** is what sets you apart by visually and verbally showcasing your strengths.
4. **Personal Branding = Impression Management.**

Personal Branding Presentation

- ❖ Clear Perspective for Problem Solving
- ❖ Business & Financial Acumen
- ❖ Valued Decision-Maker & Team Leader

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JAMES M. SMITHSON

VISIONARY GLOBAL HOSPITALITY INDUSTRY SALES & MARKETING LEADER

Strategic & Tactical Planning • Client Relationships • Forecasting & Budgeting • Sales Training
Media & Public Relations • Team Leadership & Motivation • Revenue & Catering Cost Management
New Market Penetration • New Product Development & Launch • Corporate Reengineering
Process Automation • Web Design & Marketing • Promotions • Branding Identity

- ❖ Creative, focused, innovative and self-assured Hospitality Executive offering advancement in quality strategic and tactical campaigns that drive revenue — completely redesigned the market mix of both the CENTRAL PARK HOTEL and MANHATTAN TOWERS from lower paying markets to one that included those segments as minor players and added the corporate, convention and business meeting markets as the major players.
- ❖ Exceptional ability to identify and successfully position, price, and promote unique, image-based products and services — raised the ADR (average daily rate) of THE MANHATTAN TOWERS HOTEL \$9, or nearly \$3MM, within my first year of tenure, and by the end of my tenure the hotel was meeting room revenue budgets of more than \$50MM in the worst economic environment since the 1930's.
- ❖ Possess a marketing world view, and a strong understanding of the financial dynamic coupled with excellent relationship building, diplomatic and persuasive skills — designed the program that sold the concept of interval-ownership in THE GRAMERCY CLUB to corporations to take advantage of the larger real estate tax break in timeshare ownership compared to the lesser one of business travel.

DRIVING ENTREPRENEURIAL INNOVATION & REVENUE GROWTH...

MANHATTAN TOWERS HOTEL, New York, NY
\$7550MM, 875-room hotel, with 25,000sq.ft. of conference space, a property of the RHEINBECK GROUP.

Director of Sales and Marketing

Supervised 11 direct reports and a \$55MM annual budget. High profile executive tasked to create a new market positioning, communication plan and sales direction. Directed the Reservations and Catering Departments. Served as a Member of the Executive Committee.

- Oversaw the hotel's market repositioning as it went through a \$65MM renovation and modernization project to recapture the glory of one of New York's oldest art deco buildings.
- Doubled Group Rooms Revenues; created a new market mix adding Convention and Government segments and establishing relationships with the Javits Center and NYC & Co.
- Implemented a new website design and communications including introduction of an on-line booking engine.
- Created a web-based advertising and promotion campaign utilizing REM Marketing; increased direct, on-line bookings by 100%, from 9% to 18% of total rooms revenue.
- Introduced the principles of yield management and long term rooms revenue forecasting; grew ADR and RevPAR (revenue per available room) 25% in the first year.
- Realigned the focus of the Catering team; produced the very first department profitability.

Highlights of the Personal Branding Presentation

Focus is on your value proposition and how you bring it to the marketplace – a personal ad campaign

Flash Picture of Value-added Strengths & Skills – graphics make your presentation more dimensional and help it to stand out from the rest

Highly descriptive Tagline – answers the question: “What can you do for me?”

More personal and pointed emphasis on your strengths and skills in your value statements, including use of first person

Using every word to ‘sell’ you in place of the traditional headers

Accomplishment-based bullets with metrics

3rd page "Personal Perspectives" — business-oriented, but personal, allowing a prospective employer - or recruiter - to get insight into your management/business style. [Not shown here]

Strong Entrepreneurial Orientation
Commitment to & Knowledge of Product, Customer, Marketplace & Competition
New Product, Sales & Marketing Plan Development
Conscientious, Prepared, Persistent & Able to Find New Product Niches at Higher Than Average Margins

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SANDFORD F. MURRAY

HIGH-IMPACT, CUSTOMER-FOCUSED SALES & MARKETING VISIONARY

High-Volume Consumer Products

- ❖ Repeated success driving sales to leading retailers in mass merchandise, home center, hardware, farm, military, drug, grocery, consumer electronics, housewares, and lawn/garden-pet specialty channels: WAL-MART, TARGET, KMART, SEARS, COSTCO, FRED MEYER, MEIJER, CRATE & BARREL, ARMY/AIR FORCE, TRU-SERVE, ACE HARDWARE, HOME DEPOT, LOWES, BLAINES, MILLS, MID-STATES, STEINS.
- ❖ Innovative and energetic leader, skilled communicator/team builder, and adept negotiator with a history of achievement at leading both direct sales and rep organizations — developed a strategic sales and marketing plan for a manufacturer of time and temperature products, delivering 300% sales growth and 200% jump in profits in 3 years; concurrently dislodged competitors at WAL-MART.
- ❖ Invented, designed, and won patents for numerous products, adding millions of dollars to sales; created a sprinkler for SEARS that grew to that retailer's best-selling product in the category.

Turnarounds • Distribution Channels • Merchandising • P&L

LEVERAGING VISION & STRATEGY TO BUILD THE BOTTOM LINE...

MAJOR BRANDS INC., Carson, CA

2007 – 2008

\$70 million importer of home décor products including window treatments, decorative shelving, door locks, and garden products sold to home center, mass merchant, farm, lawn and garden, and sporting goods channels.

Strategic Business Manager

Report directly to the company COO as special consultant on sales and marketing strategy for Mass Merchant, Lawn and Garden, Hardware Co-op, and Sporting goods channels. Oversee sales management and development for FRED MEYER, ORCHARD SUPPLY, SEARS, KMART, MEIJERS, ACE HARDWARE, TRU-VALUE, MILLS, BLAINS, KOHL'S, STEINS, WAL-MART and SHOPKO. Hold full P&L and manage strategic planning, product development, forecasting, and manufacturer reps.

- Created new Lawn and Garden products at Fred Meyer; grew new sales in 2008 by \$200,000.
- Opened new accounts at Kroger and Bi-Mart in first 3 months; generated \$85,000 in new sales.
- Stabilized neglected Fred Meyer and Orchard Supply business; increased attention to accounts' needs.
- Developed a strategic sales and marketing plan for national accounts including recruitment of Manufacturer Rep firms.

JON WEITZ PLASTIC EXTRUSION CO., Clifton, NJ

1999 – 2006

\$55 million manufacturer of pet supplies sold to mass merchandise, farm, military, drug, and pet specialty channels.

National Accounts Manager

Oversaw direct sales in a 19-state region to TARGET, US ARMY/AIR FORCE, MEIJER, WALGREEN'S, and PAMIDA. Held total P&L; managed product development, forecasting, and directed two manufacturer rep firms.

- Grew sales an average of 30% per year; achieved budget and profit goals each year.

- Invented and designed the nesting feature for automatic water/feeders products; built \$3 million in new sales.
- Formulated unique product promotions for Pamida and the Army & Air Force; grew \$200,000 in new sales.

❖ **TARGET STORES - Relationships & Achievements:**

- Worked closely with Target merchants; drove sales from \$500,000 in 1999 to \$5 million+ in 2006.
- Designed weekly sales, ordering, and in-stock tracking system that afforded Target business analysts a snapshot of sales trends, resulting in 97% in-stock position.
- Created highly successful multi-count cat pan liner products; generated \$1.5 million in incremental sales.
- Awarded Target's "Vendor of the Year" and "Vendor of the Month".

SHARPS INSTRUMENTS, INC., Milwaukee, WI

1997 – 1999

\$27 million manufacturer and marketer of time and temperature products sold to mass merchandisers, farm, warehouse clubs, hardware, home centers, sporting goods, and lawn/garden specialty channels.

Director of Sales and Marketing

Led sales and marketing team, including 8 direct reports and 22 manufacturer rep firms. Held full P&L and directed budgeting, pricing, product development, marketing, and show management. Major account responsibilities included Wal-Mart.

- Invented, designed, and patented the magnifying rain gauge; generated more than \$2.5 million in retail sales as well as the trademarked TruTemp digital instant-read thermometer patented by Sharps.
- Created and implemented a strategic sales and marketing plan that refocused the company on core product lines, distribution channels, and profitability; aggressively pursued market penetration and new product development that grew sales 300%, which produced a 200% increase in profits in 3 years.
- Led the company into digital temperature measurement product categories; developed key strategic alliances with Asian manufacturers, designed and introduced unique new product lines, established the company as an industry leader in digital measurement technology.

NEWMOWN INC., Elizabeth, NJ & Peterborough, Ont.

1989 – 1997

\$50 million manufacturer and marketer of lawn/garden and snow tool products sold to mass merchandisers, hardware, farm, home centers, warehouse clubs, drug, and lawn/garden specialty channels.

National Account/Marketing Manager

Directed sales in a 15-state area, including management of 7 manufacturer rep firms and direct sales responsibility for Kmart, Costco, Sears, Fred Meyer, and Target. Managed marketing initiative, including snow shovels and lawn and garden products.

- Created point-of-purchase displays and product packaging and grew sales to Costco \$5 million+.
- Led joint US/Canadian marketing team in design and development of highly successful line of NewMown snow tools; personally secured full-line listings at Tru-Serve, Ace Hardware, Sears, Home Depot, and Costco, which produced \$4.5 million in incremental sales.

Previous Positions of Increased Responsibility: SAMSUNG, Marketing Manager; INTERNATIONAL PAPER CORP., National Accounts Manager.

BUILDING A PROFIT-GENERATING CAREER THROUGH KNOWLEDGE...

B.Sc., Business & Marketing, University of Wisconsin, Madison, WI

Personal Perspectives...*The closer you get to the customer, the closer you get to the answers.*

Could you relate how your strategy of direct customer contact yielded product development and sales success?

The answer lies with the customer. We were looking to increase our market share in lawn sprinklers. I wanted the input of retail customers without spending a lot of money to do quantitative market research...so I went to various HOME DEPOTS and spoke directly with the consumers who were looking to purchase a new sprinkler. Virtually all of them were not happy with the product offerings. They wanted the “old product of the ‘60’s” which was reliable, long lasting and efficient—and had long ago disappeared from the retail market. I took the ‘60’s concept, reworked and modernized it and worked on everything from design to manufacture. When we introduced it, we ran away with the market and it became the #1 best seller. A very small initial investment produced a very large return.

What are the most important leadership lessons you’ve learned?

Lead from the front. Praise in public, criticize in private. Push people and deliver tough messages — with praise and a pat on the back. Give clear direction and encourage measured risk-taking...the best people sometimes have to break the rules. Don’t ever stifle initiative or creativity. Have fun but don’t play games...and always challenge your team to achieve and give them the tools, authority and independence to succeed.

What qualities are you looking for in a new hire for your team?

Building a team is like casting a movie — all movie/moving parts are dependent on each other. I hire for drive, emotional stability, and proven ability to deliver and work hard. I’d hire someone who’s talented and conscientious over an applicant who has done the exact same job before but who doesn’t show curiosity and initiative. I look for capable people who understand the grown-up realities of successful sales, marketing and business practices...during the interview they ask about expectations, not benefits.

You’ve gained successful access to major merchandising accounts. How?

We’re in a war for economic survival. To win this war you must know your competition and how to stay ahead of the buying cycle. Know ahead of time what they need, how you’re going to get the product to market, and where it will go on the shelf. If you can’t make the big sale, then go for the smaller sale, but walk away with something...doing some business is better than doing none. It’s not just about selling; it’s about solving their business problems. Once you’ve persuaded the buyer that it’s the right way to go you’ll earn the right to advance the sale. Close when you see enthusiasm. And stop selling once you make the sale.