

## **JAMES SMITH**

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### **SUMMARY OF QUALIFICATIONS**

Tenured professional with over 20 years marketing, sales and operations experience. Strategic thinker with recognized customer focus and a broad range of communications abilities. Creative problem solver who takes initiative to achieve results.

- Negotiations with vendors, customers and internal cross-enterprise management
- Developing strategies, budget preparation and management
- Planning, creativity and organization
- Management, leadership and mentoring of sales, marketing and product teams
- Multi-channel communication, internal and external with expertise in translating complex material for simple delivery

### **PROFESSIONAL EXPERIENCE**

#### **COMPUTER CORPORATION, NEW YORK, NY**

**1991 – 2011**

##### ***Manager, Manufacturing Industry Marketing, Global Document Outsourcing, 2009-2011***

- Provided vertical marketing support and global industry framework and strategy development for \$700M services-led business within \$2.4B major accounts organization, and \$1B global accounts organizations.
- Integrated marketing messages and developed post-acquisition executive presentations for BPO offerings.
- Conducted offering workshops for sales teams, influencing \$103M of synergy pipeline growth.
- Assisted line of business with marketing and sales focus for industry specific offerings. Included value proposition development, creation of marketing messaging and sales collateral, sales training, focused customer workshops, and direct marketing campaign development. One example increased revenue by \$16M and pipeline by \$25 M.
- Provided industry thought leadership by launching the Computer manufacturing blog, fostering analyst relationships, managing industry association memberships, publishing whitepapers, creating industry collateral and training information.

##### ***Industry Marketing Manager, Retail, Consumer Products, & Hospitality Industries, Computer Global Services, 2004-2009***

- Supported major account growth with specific account based marketing activities. Results included: \$30M services contract with major retailer, \$35M imaging contract with travel company, \$70M+ global services managed print services contract with a major CPG company.
- Established ongoing executive client advisory council which influenced over \$150M in sales pipeline growth.

##### ***Commercialization Team Sales Specialist, Computer Global Services, 2003***

- Led sales for new Computer offering in Finance and Accounting Services, resulting in over \$14M sales.
- Developed sales process and full set of sales tools, and facilitated training. 100% of focused reps trained.

##### ***Business Development Manager, Computer Global Services, 2001-2002***

- Managed \$3.5 million in solution sales to consumer products/life sciences industry, including assessment of needs, development of offerings, and preparation of proposals.
- Cultivated relationships with key executives; closed cutting-edge deal that increased account revenues 100%.

##### ***Marketing Manager, Worldwide Industrial Business, 1998-2001***

- Directed/supported all marketing activities for \$1.2 billion global organization.
- Identified and implemented new virtual knowledge management and communication techniques through organization.
- Developed marketing initiatives for niche solution throughout Europe, laying foundation for \$32M+ new revenue.

***Marketing Program Manager, Manufacturing Industry, Printing Production Systems, 1995-1997***

- Researched/applied industry trends to solution development strategies for production printing solutions.
- Facilitated customer advisory council for senior in-plant print shop managers for major High Tech clients.
- Created collateral, provided roll-out support to field sales force and enhanced trade show presence.

***Production Supervisor / Senior Production Engineer, Computer Manufacturing Operations, 1991-1994***

- Managed staff of 55 in \$35 million production of high-end printer finishing equipment. Improved material logistics and cycle times in manufacturing process.
- Served as consulting project engineer, enhancing efficiency and productivity.

**SOFTWARE CORPORATION, LONG ISLAND, NY**

**1984 – 1991**

***Senior Sales Representative, 1990-1991***

***Sales Representative, 1984-1990 (advanced 3 levels during this period)***

- Managed \$3.2 million in sales, closing multiple strategic opportunities with Hardware Corporation. Surpassed quotas every year.
- Served as account manager for manufacturing and engineering portion of multi-national Hardware Corporation business portfolio.
- Delivered 100%-189% of technical sales quotas for 6 years running.

## EDUCATION

MIT, Boston, MA

MBA, Manufacturing Management

1993

BS, Industrial Engineering

1984

Corporate Education Programs

Lean Six Sigma Green Belt Certification

2008

Executive Level Selling

2005

Advanced Sandler Sales Training

2004

Kellogg School of Management

Business to Business Marketing Program-1 Week Executive Seminar 1997

Software Corporation

8 Month Sales Development Program

1984

## OTHER

Recipient of Various Computer Corporation Awards for Sales and Customer Achievement, including President's Club and Team Excellence Awards (1993–2010)

President, Condominium Association (2007 – 2010)

Board of Trustees for Friends of College Conservatory of Music, NYU (2008-2010)

Board of Trustees for West Islip Chamber Orchestra (2009-2010)

Co-op Industrial Engineer at IBM and EASTMAN KODAK

Fluent in German Language