

Senior Level Executive

In each of the 'template' resumes on our website our aim is to provide a guide to help you, a guide that follows the principles discussed in the book.

*Remember there is no absolutely right and wrong way to write or format a resume - as long as you keep in mind that it's a **marketing** document to promote you. So keep it short and don't clutter it with the verbal waffle that seems to afflict about 80% of all resumes.*

*It is your choice whether to include personal details such as age or marital status. Employers and recruiters are not allowed to ask for them, but you **are** allowed to include them.*

Paul Resniko

ADDRESS: 80 Johns Road
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AGE: 36 years

EDUCATION: Bachelor of Commerce (Sydney University), 1990

INTERESTS Golf, hockey and chess; spending time with my family

CAREER HISTORY

July 2002 - Current: General Manager, Oremco Ltd

Responsibilities:

- Cultivate the Sales operation, assemble a successful team, create pipelines, improve market awareness and establish Oremco products as the best of their kind in the market.
- Manage a regional business of, 40 staff consisting of a range of executives and marketing teams
- Maintain a positive P&L for the region
- Increase the current AU\$20 m business to 25% growth YOY
- Develop key business partner relationships across the region
- Develop successful marketing and sales initiatives, enabling a clear direction for improved success of Oremco in the region

Achievements include:

- Meeting and exceeding 2003 annual revenue targets with growth on previous 2002 revenues of over 30%. 2003 achievement, AU\$13m.

- Meeting and exceeding 2004 annual revenue target with growth on 2003 revenues of over 30%. 2004 achievement, AU\$17.5m.
- Productivity of the Sales force increased thus allowing for the addition of several staff.
- Closing large deals in organisations across varied industries such as, Smiths, Telecommunications Inc., A&B Australasia, Health Org, ZYX, FDE & Jones' Superstore.
- Successful marketing events with more than 1000 of Australia's top executives attending
- Developing established partner community to add new strategic SI & Reseller partnerships.

Jan 2000 - Jun 2002: Director, Strategyone Corporation

Responsibilities:

- To form a successful subsidiary, improve market awareness and establish Strategyone products as the best of their kind in the market.
- Successful establishment of a new company
- Launching the new subsidiary to the market and the media in November 2000
- Creating important executive relationships with leading companies
- Establishing a team to support revenue growth targets for 2001
- Developing successful marketing and sales strategy initiatives, enabling a clear direction for Strategyone and its business partners
- To achieve a A\$4m revenue target for 2001

Achievements include:

- Increasing a customer base to 15 customers in less than 12 months
- Meeting and exceeding 2001 annual revenue (\$4m) and P/L targets by the end of Q3/2001
- Closing deals in organisations across varied industries such as, BigBank, Telecommunications Inc., John's Pastry Company, Martins & CV United.
- Successful launch events in both Sydney & Melbourne, with over 300 of Australia's top executives attending
- Creating a partner community to over 10 new strategic SI & Reseller partnerships such as, WXWX, HHH, HIJK & NOMO.
- Successful PR activities with a number of new customer press releases

Aug/1999 - Jan/2000: General Manager, Super Enterprise

Responsibilities:

- Push business in areas the organisation had difficulties penetrating and to identify new markets and develop business solutions to support them
- Generating concepts for new e-Solutions in new and emerging markets,
- Growing and managing a team of Business Development Managers in the e-business area to achieve a target of \$1m in services revenue

- Managing a team of sales people nationally focused on the AS/400 market opportunity with a target of \$15m

Achievements include:

- 1st quarter targets for 2000 achieved end of January.
- Achieved \$6m revenue in the AS/400 business in the first 6 months of 2000.
- Achieved e-business annual revenue target for 2000 (\$1m) by June 2000

Feb/1997 - Aug/1999: *Director of Sales RES Worldwide (A/NZ)*

Responsibilities:

- Responsibility for a sales/marketing team in both Melbourne and Sydney
- Building relationships with companies in the areas of, CRM, Business Intelligence, e-commerce, etc.
- Developing sales plans for various industries in local and international markets
- Implementation of marketing campaigns and strategies
- Presenting product trend and direction research to executives

Achievements include:

1998: Achieved AUD\$5m revenue against AUD\$4.2m target (119%)

Year 1999: Achieved AUD\$5.5m revenue against AUD\$4.3m target (128%)

Copy Company:

Closed AUD\$3m (\$2.2m license, \$0.8m services) deal at Copy Company

HIJK:

Closed AUD\$2m (\$1.5m license, \$0.6m services) deal at HIJK

Jan/1990 – Jan/1997: *Marketing Manager, CDE Pty Ltd*

Responsibilities:

- Managing team of marketing specialists
- Establishing partnerships and relationships with new companies in the industry
- Forming marketing campaigns and strategies
- Providing advice on sales techniques within the industry
- Creating sales strategies for various industry sectors
- Developing competitive sale techniques and strategies
- Presenting product trend and direction research to customer executives
- Responsibility for local and international sales strategies and campaigns
- Providing education on product marketing techniques for CDE Sales Representatives and CDE Business Partners
- Account management and strategic planning for a number of CDE customers
- Developing national marketing strategies for the range of CDE products
- International campaign development and implementation to support CDE marketing strategies
- Ensuring the technical achievability of CDE proposals

Achievements include:

- 1993: Achieved AUD\$3.3m revenue against \$3m target (101%)
- 1994: Achieved AUD\$6m revenue against \$5.2m target (115%)
- 1995: Achieved AUD\$6.5m revenue against \$6.4m target (101%)
- 1996: Achieved AUD\$8.6m revenue against \$8m target (107%)
- 1996: Achieved AUD\$80 m revenue against \$75m target (106%)
- 1997: Achieved AUD\$90m revenue against AUD\$87m target (103%)