



University of Maryland University College

Ken Johnson

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BUSINESS DEVELOPMENT EXECUTIVE

Results driven business development expert with over 15 years of account management and sales experience in services and solutions. Highly accomplished selling telecom consulting services, with demonstrated ability to discover, grow and maintain major accounts worldwide. Superior communicator at all levels with excellent writing and public presentation skills. Core competencies include:

- Technology Consulting Sales
 - Government Sales
 - Telecommunications Experience
 - Project Management
 - Large Account Management
 - Relationship Building
 - Foreign Languages: *Spanish, French, Russian*
 - Microsoft Office, Acrobat, Publisher, ACT!
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PROFESSIONAL EXPERIENCE

Smith Associates USA – AnyCity, ME

January 1999-Present

Telecom technology research and management consultant firm that provides services to government, equipment manufacturers and telecom service provider worldwide.

Global Business Development Executive

April 2003 - present

- Secure new business in Europe, Middle East, Africa and Asia regions.
- Implement cold-calling techniques and active prospecting to enrich sales pipe and grow new business relationships.
- Structure and draft work proposals in line with client needs and act as point of contact between the company's production team and the client as necessary.
- Represent the company at local and international trade shows, conferences and seminars, using the opportunity to enlarge research and sales prospects.
- Regularly conduct one-on-one interviews and give individual and group presentations to prospects and clients.
- Monitor and analyze program performance and reports to VP of Corporate Strategy.
- Manage sales forecasts and provide periodic target reports.
- Consistently meet and surpass assigned sales quotas.

Accomplishments:

- Increased gross sales by 35% during past 4 consecutive years
- Added over 35 new corporate clients annually
- Expanded territorial reach into Africa and Southeast Asia
- Exceeded stipulated sales quotas for last 3 years

Research Analyst and Project Manager

January 1999- April 2003

- Conducted custom research on various aspects of telecom technology.
- Provided input into company activities by proposing new information and insights gathered from client and industry sources.
- Interviewed top executives and other decision makers during the research process.
- Liaised with clients for requirements analyses.
- Edited final version of client report, gave final oral presentations.



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Special Projects:

- Research on market entry strategies for Swiss equipment manufacturer spanning 35 countries and 92 wireless companies

Special Projects:

- Compilation of executive interviews with 35 major telephone service carriers in Europe and
- N. America regarding their short-term deployment plans for Next Generation network equipment and architectures.
- Research on European wireless equipment and handset suppliers' presence.

ABC Consultants – AnyCity, ME

February 1993 – December 1999

Wireless equipment analyst firm servicing investors in Latin American markets.

Mobile Market Analyst

- Evaluated spectrum disposition for mobile networks in newly deregulated Brazil and Franco-Caribbean countries in the Americas which was published as part of EMC's World Cellular Database.
- Wrote reviews of regulatory and legislative announcements of monitored countries.
- Assessed international trade show offers of cellular handsets to indicate suppliers' global strategies.
- Interviewed 75 CTOs in various U.S. industries on QoS items for leased IP/VPN, ATM or Frame Relay.

Accomplishments:

- Established solid relationships within key Latin American regulators
- Compiled database of subscribers, spectrum, equipment and handsets for regions covered.

Shipping Corporation – Russia

April 1990 – February 1993

International shipping and freight forwarding company.

Accounts Manager

- Coordinated containerized shipping for international corporations, foreign embassies and the Brazilian government.
- Liaised with overseas agents, customs officials, and other shipping partners for company activities.
- Acted as client go-between and trouble shooter for shipping assignments.

Accomplishments:

- Forged several relationships within diplomatic and business communities.
- Set up key overseas contacts as receiving agents
- Familiarized with customs and shipping formalities and regulations
- Closed over 34 containerized shipments.

EDUCATION

Masters of Business Administration (International Management) - *in progress.*

University of Maryland University College, Adelphi MD

Bachelor's Degree in Global Management

Maine College, ME