

Jonathan Sample

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**Nonprofits | International Business | Business Development |
Consumer Products | Contract Negotiations | Electronics |
Manufacturing | Expatriate in Latin America**

SUMMARY

Results oriented executive with international leadership experience in telecommunications and nonprofit organizations. Extensive track record of exceeding revenue and margin objectives, while continually focusing on the development of high performing teams.

- **Leadership:** Executive level leader with 20 years of experience throughout the USA, Central and South America for two Fortune 500 companies. Able to quickly assess market, technology, and organizational dynamics and develop an overall strategy and operating plan to capitalize on market shifts and opportunities.
- **Global P&L Responsibility:** Successfully ran organizations in USA (\$25 million) Central America (\$90 million), and Central & South America (\$300 million) inclusive of sales, marketing, product management, supply chain, forecast planning, reverse logistics and ecommerce..
- **Nonprofit:** Developed and implemented operations and growth plan for NGO program serving 100,000+ families in Central and South America.
- **Sales Executive:** Led sales organization up with over \$500 million in revenue securing highly profitable products placement at with retailers including Costco, Wal-Mart, Best Buy and Sears.
- **Growth:** Identified and secured new business by expanding customer base through strategic marketing, channel expansion and new channel development.
- **Large Account Management:** Comprehensive sales responsibility for multiple large telecom accounts some in excess of \$100M. Effectively strategized and engaged customers at all levels to ensure successful longer term planning and partnerships.

PROFESSIONAL EXPERIENCE

Executive Director, Latin Outreach, Denver Colorado

2015–present

- Comprehensive responsibility leading a not for profit organization with operations throughout Central and South America.
- Provides initial funding and training for the establishment of sustainable for-profit businesses, in partnership with several North American Fortune 500 companies, to provide sustainable income to impoverished families.

CEO, Central American Hydro Power, Mexico City, Mexico

2011–2015

- Comprehensive responsibility to secure, finance, engineer, and construct hydro power sties in twelve Central and South American countries.
- Sites are \$2–\$42 million projects generating \$600,000-\$3 million a year in annual revenue.

Motorola Inc., Boston, Massachusetts

1999–2011

General Manager, North American Consumer Products

2009–2011

Responsible for \$300 million consumer products organization with intense focus on margin delivery.

- Developed and executed inventory reduction program depleting on hand inventory from \$79 million to \$20 million in 3 quarters, improving inventory turns from 2 to 10.
- Created forecasting tools and initiatives improving accuracy from 30% to 70% on products with lead times between 12-16 weeks.
- Renegotiated \$15 million in marketing agreements with global creative agencies (i.e., Ogilvie & Mather) to reduce focus on global brand building and creative efforts while targeting the last three feet tactical marketing programs. Increased unit sell through in operator channel by 23%.
- Developed and administered personal feedback survey on 8 key leadership attributes. Used data quarterly to improve personal performance, increase employee morale and retain 100% of key talent.
- Led packaging refresh designing for logistics efficiently, reduced cost and building messaging campaign.

Managing Director, Latin America

2006–2009

Lead organization through reorganization while restructuring distribution model, sales and marketing organization. Working in unison with CEO-led directives to reduce investments and while maintaining “soft touch” approach.

- Sold and executed global supply agreements with local companies whereby GE would supply product, marketing, merchandising and creative direction to retail outlets in 12 countries.
- Executed direct-ship model from China, closing distribution center in Caraccas and improving margin and ultimately customer service levels by holding salespeople accountable for all elements of customer engagement.
- Constructed long-term supplier agreement with Transmundo STA resulting in \$25M annual aftermarket sales and agreements to allow for future in-line supply.
- Solved serious financial expire issue with C-level visibility regarding \$30 million Master Distribution agreement.

Director of Sales, North America

2002–2006

Promoted to lead the North American accessories business. 2006 Sales:\$320 million; Margin \$112; 36% GE. Exceed corporate stretch goals 7 out of 8 quarters.

- Maintained 70%+ market share for 6 six consecutive quarter, aggressively maintained through pricing, marketing and supply chain efforts.
- Developed and implemented product lifecycle management strategy, using end of life opportunities to add \$5.6 million in incremental sales utilizing newly created channels.
- Drove integration of Motorola’s accessory business rationalizing all headcount, products and processes leading to 8% improvement in margin and adding \$21 million to sales

National Account Manager

2002–2005

Comprehensive sales, marketing and product launch responsibility for all accessories sold in large retail accounts. Sales exceeded \$80 million in revenue in 2005.

- Improved revenue at Cingular from \$7 million in 2003 to \$72 million in 2005.
- Executed the first implementation of customer rebates for accessory group while maintaining 80% market share for 17 consecutive months.

- Lead partnerships to launch Teleelectric in North America. Turned potentially devastating product issues into big win by establishing GE ownership retail space in top 1000 stores.

Manager e-Business Solutions

1999–2002

Responsibilities included identify new revenue opportunities and improve customer satisfaction while significantly reducing ingoing operating expenses through value based business solutions.

- Selected by CIO to lead 13 person team responsible for delivering 2003 strategy for \$10B handset sector.
- Reported directly to the CIO while working extensively with executive leadership team to develop technology plan to support increased growth targets from \$10 billion to \$15 billion by 2005.

American Broadcasting Company, Account Manager, New York, NY

1995–1999

- Developed and implemented sales and marketing programs for advertisers in the automobile (cars, trucks, parts and repairs) vertical.

EDUCATION

- M.B.A., Vanderbilt University, 1995
- B.A., Business & Finance, Penn State University, 1993

VOLUNTEER & BOARD MEMBERSHIPS

- **Taylor Food Services**—50+ year-old, privately-held company with 10,000+ associates operating throughout North America. Serve on Audit Committee.
- **Diversified Comms, Inc.**—Privately-held firm that engineers, manufactures and installs high speed telecommunication systems for several Fortune 50 companies and others.
- **World Pharmaceuticals**—Pharmaceutical social enterprise that helps provide specialized treatment for people with special needs in under-resourced areas of the United States.
- **Elder Board**—Trinity Community Church in Denver, Colorado, a church of 8,000 with a \$20m annual budget.