

"The purpose of business across the globe is to create and keep a customer."

– Martin Canovitz

Martin Canovitz

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International Business Executive ...

9-year career in

Business Development / Marketing & Sales / Product & Channel Management

Verifiable record of building growth and profits in competitive global technology/telecommunications Fortune-company and startup markets ... the U.S. , Europe and Asia ... key top-level contacts ... cultural savvy ... MBA.

Achieve top-line revenue-building growth in diverse scenarios ranging from startups to Fortune 500 companies in high-growth, merger and acquisition settings. Talent for evaluating competitive activity and products, emerging technologies and new markets to determine and lead corporate global market positioning and expansion.

Language Fluency: English (native), French, Spanish, Chinese, German and the Hindi dialect.

Technology: MS Word, Excel, Access, PowerPoint, Outlook; various proprietary/ business applications.

Core Expertise

Direct & Interactive Marketing	Channel Development	Competitive Intelligence
Cross-Border Transactions	Global Expansion	Cross-Functional Team Leadership
International Business Protocol	Entrepreneurial Ventures	Global Marketing & Positioning
Keynote & Executive Presentations	Strategic Alliance	Startups, Mergers & Acquisitions
Policy Development & Implementation	Emerging Markets	Staff Training & Development
Negotiation	Strategic Planning	Presales & Closing the Sale
Regulatory Compliance Issues	Relationship Management	Product Rollout & Management

Career Highlights

DAMONT CORPORATION – Denver, Colorado (global presence across four continents) 2002 to Present
Subsidiary of \$23B, NYSE listed DAMONT Bank and a global market leader in ERP, insurance and banking solutions.

DIRECTOR OF SALES, BANKING & FINANCIAL SERVICES: Hartford, Connecticut (2004 to Present)

- Head the U.S. Line of Business Groups' launch of banking suite products and services. Only 3 months after launch, team is working on two beta customers for the mortgage product. The largest factoring organization in Chile has short listed our factoring solution as the final vendor.

HEAD OF GLOBAL MARKETING: New Delhi, India (2002 – 2004)

- Directed market segmentation and execution strategy for the ERP and Banking Products in the India and Middle East markets. Defined channel policies, process and pricing. Grew revenues 10% in 6 months.
- Re-branded products, raising perception from 15% to 45%. Company is ranked #3 by IDC in the ERP market in the UAE and #5 in Africa and the Middle East. Partnered with Sun, Oracle, IBM, Veritas and other Fortune 500 leaders to develop joint marketing plans.
- Assembled the Offshore Business Development Team producing 50% of all sales leads 10 months after its inception, with 10 cemented channel partners for ERP and Insurance products.
 - "Americanized" a global mortgage product amidst diverse cultural climates and stiff competition. Successfully completed beta testing, and expect an unusually proactive launch in early 2005.
 - Deployed and positioned Web-based Loan Origination Solution, Triton in the U.S. market.
 - Led new website development launch within a week. Achieved rapid marketing leadership role.
 - Blended and unified marketing messages in disjointed materials. Launched brochures and rolled out a brand manual in 3 months for all geographic locations, establishing cohesive branding.

DIVERSIFIED SOLUTIONS GROUP – Berlin, Germany
Small startup provider of software solutions.

2001 to 2002

CO-FOUNDER / VICE PRESIDENT OF SALES & MARKETING

- Solicited funding for the newly formed company, and participated in all stages of its sale to Damont.
- Closed deals and generated revenue, positioning our product to penetrate the banking sector.
 - Funded new startup company amidst the 2001 dot.com bust and a slowing economy. Secured a seed capital of \$1 million, a beta customer in 3 months, and additional \$500,000 in funding.
 - Secured widespread customer buy-in of product despite unknown presence in a competitive market. Signed 2 customers in 4 months and soon after, National Australia Bank, the 11th largest in the world.

VERGENT – Detroit, Michigan

2001

Leader in global, integrated and customized communication infrastructure solutions.

DIRECTOR OF SALES SUPPORT

- Led worldwide product marketing and sales support for all Data and IP products, creating marketing, and product strategies for Ford Motor Company and Microsoft; and then leading customer sales calls.
 - Secured product requirements and delivery for two largest customers during acquisition, SITA and Radianz. Successfully managed their expectation, sustaining \$500 million in revenue.

GLOBAL ONE – Hong Kong, China and Paris, France

1998 to 2001

Telecommunications solutions provider.

REGIONAL PRODUCT MANAGER: Hong Kong (2000 – 2001)

- Led sales/marketing support for Data and IP services for a Multinational Corporation in the Asia Pacific.
- Reduced overall network costs 20-25% while leading strategic planning with major partners.
- Served as keynote speaker and liaison with key Fortune-company vendors (Cisco, Sun).
 - Forged a partnership with newcomer China NetCom, securing its China foothold (Top 3).
 - Positioned company in the Asia Pacific region's gateway. Launched the full suite of telecom services in Singapore post deregulation, on our own infrastructure, independent of the incumbent carrier.

SENIOR PRODUCT MANAGER: Paris, France (1998 – 1999)

- Led a cross-functional team in the rollout of 3 new products in 9 months. Headed strategic planning for rollout of new European network. Represented the team at tradeshow and industry conferences.
 - Led team in identifying and correcting an overcharge with Ireland partner, saving \$4 million.
 - Youngest member recruited as an expatriate in Paris.

SPRINT INTERNATIONAL – Washington, DC

1995 to 1997

Global communications company.

PRODUCT MANAGER: VOICE SERVICES / PRICING ANALYST: CUSTOMER SOLUTIONS

- Rapidly progressed to heading product market readiness and representation at key promotional events.
 - Developed and delivered a complex pricing matrix to roll out services from Russian partner to 200 countries. Recipient of the *Champions Award* – the first to receive it with less than a year of tenure.

Education

NORTHWESTERN UNIVERSITY KELLOGG SCHOOL OF MANAGEMENT – Chicago, Illinois
International Executive Master of Business Administration (1995)

UNIVERSITY OF TEXAS – Austin, Texas
Bachelor of Arts in Economics and Marketing (1989)

Martin sought my assistance in creating a résumé that would highlight his global expertise in three areas: business development, marketing and sales, and product/channel management. Our goal was to create a concise two-page (he insisted) document that would convey the broad range of experience he could bring to the table, specifically targeting the technology and telecommunications industries.

We used Martin's own quote with a graphic to catch the reader's attention and give Martin instant credibility as a savvy international professional. The top section of the résumé clearly conveys his three areas of strength, the length of experience, and his overall reputation as an international business executive. We followed with verbiage crucial to getting his foot in the door—where he has been, his networking strength, his savvy for dealing with international cultures, and his strong academic credentials.

Languages and technology are next highlighted, as they are a value to his role in the global marketplace and the targeted industries.

The next section of Core Expertise further emphasizes keywords important to his international business role.

The "Career Highlights" section is chronological, because a skill-based format would be confusing given his progressive growth within organizations, his entrepreneurial experience, and the very nature of the organizations themselves undergoing constant change with acquisitions and restructurings. The section explains what he was accountable for and what he accomplished, in quantifiable, measurable detail.

We also included more "fuzzy" statements to show his success (being the youngest recruited expatriate to Paris for his company; setting the record as the employee with the shortest tenure to have received a coveted award).

The résumé concludes with his credentials from impressive schools and programs.

Martin is currently engaged in using the résumé in an international job search for positions in the three areas mentioned. At this writing, he has 5 interviews scheduled with Fortune 500 companies, is on his second with a Fortune 1000 company, and is "talking" partnership with associates involved in a startup telecommunications business based in Paris.

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