

I create solutions that support long-lasting partnerships, surpass customer expectations, and improve performance.

CHANGE MANAGER ♦ BUSINESS DEVELOPMENT ♦ CUSTOMER-CENTRIC SOLUTIONS

CAREER HIGHLIGHTS & STRENGTHS

- ♦ **Revitalizes Stagnant Work Environments:** Cut attrition rate by 36% and improved work quality by 45% after working with senior partners to streamline HR.
- ♦ **Encourages Business Process Improvement:** Brought in \$1.5M and captured 75% of market share by selling extraneous resources and by introducing new technologies including RFID's, live access to store footage, and biometrics.
- ♦ **Experienced in Solution Deployment:** Rolled out end-to-end transition of the "New Generation of Baking (NGB)" project for UK Food, Health, & Safety Department within budget and schedule. Deployed 14 bakeries across East Asia and successfully met requirements as proposed by the UK government.

Solution Development & Rollout
 Strategic HR Management
 Process & Operations Management
 Multi-Cultural Team Management
 Negotiations & Contract Development
 Training & Development
 Regulatory Compliance
 Process Improvement
 Conflict Resolution
 Multi-Cultural Work Experience

PROFESSIONAL EXPERIENCE

Country Head – UK | at Ready, Steady, Bake | 2007– Present

- ♦ Won the US Department of Health & Safety's high tech bakeries bid with a 4-member team. Aided in solution development and introduced several new high-end technologies, including biometric scanners, RFID's, etc.
- ♦ Retained and oversaw end-to-end implementation of three multi-million dollar contracts internationally within budget and schedule.
- ♦ Led a 10-member team along with British Embassy officials to execute policies, procedures, and projects including facial and fingerprint biometric enrollments.
- ♦ Reduced complaints from 1/day to 2/year by conducting customer service training.
- ♦ Improved employee satisfaction by 50% by negotiating benefits for top performers. Arranged educational sessions after updating roles and responsibilities.
- ♦ Led relocation efforts by persuading management to tackle infrastructure complaints, working with a 7-member team, and incorporating customer feedback.
- ♦ Generated additional revenue of \$250K after creating and presenting interactive sales training sessions for 100 employees.
- ♦ Encouraged and implemented employee improvement suggestions for error reduction, selling services, and complaint reduction.
- ♦ Streamlined workflow by establishing daily debriefing sessions for staff. Reduced report signing from 90 to 2 days.
- ♦ Improved work quality by 45% by redoing resource planning and creating a "solutions log" to common issues.
- ♦ Increased engagement with stakeholders by 5% by presenting in educational seminars and clarifying company role and services.
- ♦ Exceeded customer expectation by arranging monthly sessions and introducing one-on-one coaching meetings.
- ♦ Improved relationships with global vendors after adjusting relationship building strategies with to local cultures.

Promotions: Regional Transition Manager, Head of Business Development (Great Britain), Country Manager (France), Deputy Task Order Manager (Ireland), Unit Manager Operations (Scotland).
 Selected as Chief Business Development Manager (Ireland, Scotland, and the UK).
 Received the Tuner Award for superior leadership.

Previous Experience: Assistant Manager Operations, Berry's Bakes, Team Leader (Operations), The Golden Goose Egg

EDUCATION & CERTIFICATIONS

MBA | University of Surrey | 2017

- ♦ **MBA Dissertation:** "Consumer Feedback: How do UK companies use target market feedback for new product development?"
- ♦ **MBA Courses:** Leadership, Marketing & Market Perspectives, Project Management, Strategic Human Resources, Organizational Strategy, Entrepreneurship, Finance & Accounting for Managers, Innovation & Change, Research Methodologies.

Certified Internal Auditor ISO 9001:2008 | The Institute of Internal Auditors | 2012
 Management Development Program | Queen Mary University of London | 2010
 Certified Internal Auditor ISO 14001 | The Institute of Internal Auditors | 2009
 BS in Commerce | King's College London | 1993

R A T I O N A L E

Challenge: Paul was interested in using his resume to build connections when networking to improve his chances of getting a senior management role. Unfortunately, his previous resume was vague and the results and context of his accomplishments was unclear.

Action: I created this resume to showcase Paul's business development and program management skills, focusing on the quantifiable results of his projects. I also made sure to highlight his international accomplishments to showcase his multi-cultural professional heritage. Lastly, I chose a bold format because I knew this resume wasn't going to go in Applicant Tracking Systems, and chose to keep his resume to just a page.

Result: Paul was very pleased with his resume. He was, "very pleased with the final results. I feel like my resume is finally making the kind of impression I've wanted it to make."

PAUL HOLLYWOOD

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Date of Birth: AAA, XX, 19XX

This is the draft Paul was previously using to apply for jobs.

GENERAL MANAGER / OPERATIONS / BUSINESS DEVELOPMENT PROFESSIONAL

CAREER OBJECTIVE: My Aim is to achieve a “Top Senior Management” position with an organization so as to synergize my skills and experience with its own objectives and provide me avenues to achieving professional & personal goals and growth within the organization.

BRIEF SUMMARY OF PROFILE & STRENGTHS

Senior Operations professional with more than 15 years of cross-functional experience in leading business Units.

Dynamic & proactive, with proven ability to apply acquired knowledge & skills effectively. Pragmatic, with proven managerial acumen and abilities to withstand work pressures, deliver assignments within specified time frame without compromising on quality benchmarks.

Possess a natural flair for building relations and excellent customer service. A very consummate with exceptional track record of streamlining operations by improving operational efficiency.

Preserve the ability to analyze, develop, establish and maintain efficient workflow. Proficient in strategic planning, attaining service deliverables, providing training, maintaining quality standards as well as exceptional team building & management skills. Capable of contributing to improve the efficiency of operations.

Resourceful in handling customer escalations effectively by providing best possible solutions to customers. With excellent communication and adroit talent for problem solving earned the distinction of achieving client loyalty and Employer / Employee satisfaction.

Key Core Competencies -

Operations	Relationship Management	Sales & Business Development
Customer/Client Service	Quality & Compliance	Process Improvement
Strategic Planning & Implementation	Business Development	Team Management

PROFESSIONAL WORK HISTORY & EXPERIENCE

Ready, Steady, Bake (UK) - January 2013...Working

Head – Business Development – Great Britain

- Identify and develop business opportunities for the country/region/area of allocation
- Define and follow up of yearly targets and objectives
- Identify various alliances/partners to increase the footprints across the country/region
- Identifies various tenders/bid opportunities and puts forth to the Regional COO whether lucrative/a valuable proposition through a business case.

- Prepares annual Business Development Plan (proposed way forward) in alignment to country/regional/company' plan
- Work towards a plan to achieve the defined yearly targets and objectives set for the country/region
- Ability to analyze business opportunities, develop effective sales strategies and close -
- Prepares the annual Business Development Plan; as well as prepares the annual Work Plan
- Develop new business relationships, generate and negotiate new income sources / contracts including VAS
- Achieve monthly / quarterly / annual new client acquisitions targets as set by the region.
- Compliance with company defined information security policies and procedures applicable to the role
- Presenting company portfolio to potential clients through direct communication via face to face meetings, telephone calls and emails etc.
- Travel is a major factor, influencing job success and hence frequent travel/meetings resulting in 80% of time spent interfacing with clients
- Responsible for my own lead generation and setting appointments.
- Actively and successfully manage the sales process: lead generation; credentials pitch; asking questions; solution pitch; negotiation; close; handover to the account management team
- Individual responsibility for new business, and expected to self manage.
- To liaise, interact and manage relations with various high level executives and CEO's.
- To manage large delegations and showcase our potential/strengths to gain new business
- Identification of alliances/partners keeping in mind the opportunities at hand and increasing footprints across the region.
- Driving bid/tender documentation with other departmental stakeholders

Ready, Steady, Bake

Country Manager - France – March 2009- December 2012

- Manage and develop Business related to Outsourcing solutions working with various executives across the region while currently managing the existing business resources in France.
- Strive to Achieve Financial Targets (EBITA) and cost control.
- Constantly strive to streamline and improve current operations and processes within the region.
- Interact with the Regional Quality team to ensure Adherence to SLA'S, implement Projects and to reduce and save costs and increase efficiency.
- Generate additional revenues from existing and new Value added services channels. Compliance to Legal / Security and company agreed SLA'S by constantly monitoring current processes. Increase productivity per FTE by effectively utilizing manpower and existing resources.
- Undertake frequent business Travel between UK and France so as to Develop and maintain Relations of the highest order with various partners/vendors in the two countries.
- Ensure Human Capital Readiness.
- Experienced with rolling our new challenging projects and working with partners in the region.

Chief Business Development Manager (CBDM) – Ireland, Scotland, and UK

- My role was that of a Chief Business Development Manager, I managed major functions of our solution which was designed for the APAC region by a core team technical team based in Washington DC.
- Being an integral part of this team, we successfully negotiated with vendors on pricing, innovative solutions, strategy, timelines and finally presented a winning solution to the US. Department of Health and Safety in Washington DC. We gained an advantage over competition due to our innovative solutions and choice of vendors and resources on the ground. We delivered a commendable oral presentation which ultimately contributed to the team being awarded the contract. As a result I was selected for the role of a CBDM.
- In this role I managed vendor relationship, banking solutions and Information services (call centre).
- My role as CBDM also required me to maintain business relationships of the highest order with Fortune-500 CEO's and also required a reasonable amount of travel within the region.

Ready, Steady, Bake – Unit Manager Operations (Scotland) March 2007-September 2008

- Managed operations in Scotland which involved opening up four bakeries across the region.
- Drive client agreed SLA'S through effective people management and able leadership skills.
- Interact with the British Embassy for implementation of policies and procedures, rollout projects and address Complaint escalations and complaints.
- Well versed with the UK health and safety laws, and the entire project life cycle.
- Overlook cross functional roles within my zone , finance, administration, IT and Quality.
- Populate data and submit MIS to top management and the client on a weekly, monthly, quarterly basis.
- Travel to various cities in the region and liaise with Regional staff.
- Maintain cordial relations with various local partners in different regions to ensure continuity and growth of business.

Berry's Bakes

Assistant Manager Operations

July'05 – Feb-07

Snapshot of Job Profile:

Manage a LOB for an international MNC by spearheading two teams of 15 - 20, junior and senior Customer care representatives and Team leads.

Drive the client agreed SLA'S (AHT, QUALITY, and SCHEDULE ADHEARANCE) through effective people management and able leadership.

Accountable as a single point of contact with the team leads and the senior management through effective communication on key deliverables and soft issues. Assist in scheduling and time management. Coordinate with the senior management of client companies from time to time.

Foster the development of teams by motivating them and ensuring career advancement and a long-lasting and fruitful relationship of the teams with the Company through feedback and counseling.

Provide support to the teams by acting as the first line of escalation of customer related queries to accomplish the goal of providing exceptional customer experience. Conduct bi-annual appraisals for team members based on performance.

Assist in implementation of data security policies of IBM CCC.

Snapshot of Job Profile:

Managed the overall inbound operations for the D2C-Europe project (Direct to Consumer). Provided hands-on assistance to my team in case of problems, both, through direct intervention and mentoring.

Liaised with the, warehouse, customer etc. Regularly liaised with the client in U.K. through video, Tele-conferences and net meetings.

Monitored calls on a daily basis and gave feedback to agents through regular coaching sessions, handled escalations & daily reports, conducted briefings/de-briefings on a daily basis, prepared staff roster based on FTE requirements.

Set monthly up-sell targets and monitored sales on a daily basis. Coordinated with the training department for training needs and monitored operator's progress. Coordinated with the recruitment department for staffing levels.

EDUCATIONAL & PROFESSIONAL DEVELOPMENTS / ACHIEVEMENTS

- Bachelor in Commerce (B.Com), 1993 King's College London

- Successfully completed the Management Development Program (MDP) Queen Mary University of London. Covered topics in:
 - 1) Strategy.
 - 2) Finance
 - 3) Management
 - 4) Human Resources.

- Trained Internal auditor for ISO 9001:2008
- Successfully attended the PDC conducted by Ready Steady Bake in 2010.
- IN Depth Knowledge of the sales force platform which has been built and integrated with various vendor systems globally.

REFERENCES: Available on Request.