

Rachel Brown, Senior Director of Business Development

- Launches \$B products globally, leveraging profitable business partnerships formed over an extensive program development career -

Program Management ♦ Business Development ♦ Stakeholder Management

☎ 951.284.5404 ✉ rachel@careertuners.com 📍 Corona, CA 🌐 linkedin.com/in/rachel ➔ Available for Relocation

- ♦ **Product Development & Global Launches:** Led a 50-member, global team through development and fast-track launch of *Jam+Out*. Projected revenue: \$50M (2016), \$300M (2017 - 2021), and \$100M/year for three global partners.
- ♦ **Supply Chain Operations:** Saved *Commctrl* \$500K in subsequent annual costs by implementing key process controls. Created plants consortium to encourage information sharing and short-listed certified suppliers for US factories.
- ♦ **Revenue Generating Partnerships:** Generated \$20M+ in annual revenue by forging 200+ partnership agreements in a year.

Product Development & Management
Strategic Planning
Software & Tools Development

Cross-Functional Collaboration
Securing Deals & Negotiation
Global Team Management

Customer Advocacy
Workflow Improvement
Market & Data Analysis

Professional Experience

Senior Director

at *Commctrl*

2002–2015

Doubled company sales by leading cross-organizational teams of 50+ members, deploying multiple, globally successful product features, and presenting solutions for B2B and B2C segments in 20 emerging markets and the US. Received 11 *Commctrl* Awards in total.

Promotions: Senior Manager, Alliance Partner Management (2002 – 2004); Staff Manager, Project Management (2004 – 2008); Director, Program Management (2008 – 2012); Senior Director, Product Management & Business Development (2012 – 2015)

Program Management

- ♦ Won “Community Broadband Award” for outstanding broadband endeavors for *Commctrl*’s Internet Smart City Initiative.
- ♦ Led successful project launch by defining product vision, value, and roadmap; providing project management expertise for partners; and assisting consultations with Smart Homes and Smart Transportation teams.
- ♦ Evangelized the “Developer Relations” program for the GLOBAL MEDIA ZONE Entertainment segment by conducting account management and by negotiating contractual agreements with stakeholders, including BOFA, and Zune Tunes.
- ♦ Streamlined *Commctrl*’s Services program for value-added services for emerging markets by liaising between global business and technical teams throughout Brazil, India, UAE, and Turkey on a daily basis.

Product Development

- ♦ Successfully developed and fast-tracked *Jam+Out* product launch on all major Snapdragon chipsets with Android OS as a key differentiator in South-East Asia, East Asia, and US markets. Projected revenues: \$50M (2016), \$300M (next 5 years), and \$100M/year each partner.
- ♦ Initiated a mobile music delivery service for 14 European nations while promoting an audio feature for the latest K-Phone.
- ♦ Increased chipset sales by 250% while cutting BOM costs by 50% by developing efficient requirements and product concepts for a new, wearable BT stereo headset with wireless connectivity.
- ♦ Created and introduced a new strategic initiative to develop the 3D immersive audio website of *Commctrl Technologies*.

Business Development

- ♦ Generated over \$20M in annual software revenue through endorsements for the Complete Music Delivery System (CMDS) service; received recognition as the top revenue producer (enterprise-wide) for 3 years running.
- ♦ Forged partnership agreements with 200+ industry partners by persuading executive leadership at each major media company to test, evaluate, and adopt DMD.
- ♦ Drove uptake numbers for DMD users to 171K+ and downloaded content to 473K+ in first month of Lithuania launch.
- ♦ Secured a \$300M deal and created common vision with European partners by travelling to Europe to negotiate with partners, improving key stakeholder relations, and signing business deal within 3 days.
- ♦ Landed a \$10M contract as a response to an RFQ for mobile services from one of the largest US states by working with internal technical experts to coordinate the RFQ response.

Workflow Improvement

- ♦ Reduced time to market by 50% by using Agile SCRUM methodology to create more productive teams. Created and led an 8-member special project team to oversee and manage implementation of Agile SCRUM principles.
- ♦ Saved \$500K in first year and \$500K in annual costs by streamlining the supply chain. Lowered scrap and improved quality by implementing quality principles, creating a success story database, and managing a list of certified suppliers.

Managing Director

at *KTechMobiles*

2001 – 2002

Worked with senior executives to define company's technical vision and client enterprise strategies in the Financial, Telecom, and Wireless Industries and the US public sector. This startup was acquired by *Commctrl*.

- ♦ Raised \$46M in new venture funding to establish Centers of Excellence in Chicago, Seattle, and San Francisco. Collaborated with executives to negotiate the strategic plan with key financial industry leaders.
- ♦ Developed a plan to launch an IPO in only 5 years by initiating early-stage discussions with *Bergeron & Sternly*, creating a technical vision and roadmap, and introducing a strategic plan for business expansion over the next 3 to 5 years.
- ♦ Managed resource investments in 10 countries in EMEA. Developed country-specific business programs and budgets. Conducted global financial forecasts while monitoring performance metrics and ROI.

Senior Engineer/Manager

at *Pixelated Consultancy*

2001

Other Relevant Engineering Experience: Fox & Drake Inc. ♦ Bell Ltd. ♦ ZFT

Awards & Honors

- ♦ Chairman, European Mobile Audio Alliance Marketing Sub-Committee 2015
- ♦ Second Place (Individual), in Commctrl Innovation Network Venture-Fest 2007
- ♦ Winner, Mobile Audio Group Recognition Award for Outstanding Services 2001

Education

Harvard University: MBA International Business Strategy

MIT Sloan: Mini-MBA Certification in General Management

University of California, Berkeley: MS Electrical Engineering

Belgium Technology Institute: B. Tech. (Hons.) Electronics & Electrical Communications Engineering

University of California, Berkeley: Data Science Program (2016)

Scrum Alliance: Certified [Agile] SCRUM Product Owner (2016)

Rationale

Challenge: Rachel was an IT business development specialist with more than fifteen years of leadership experience in her industry. She had worked on many successful IT projects, leading global teams through product and business development efforts that brought positive financial results to her company. She had also won multiple awards which proved she was worth her salt.

However, from her old resume, you'd think she only had a handful of accomplishments rather than a wealth of success stories.

Action: To show that Rachel was more than capable of leading companywide business development efforts. I highlighted her ability to lead global projects, streamline large operations, and generate profitable partnerships.

I divided up her experience based on these results, using each bullet to demonstrate her success story. Furthermore, to emphasize her ability to take her companies to unprecedented successes, I included her overarching accomplishments underneath each job title. I also made sure to name-drop the Fortune 500 and other big-name companies Rachel had been working at. And finally, I removed references to her age.

Result: Extremely pleased, Rachel started actively networking within a few days of receiving her new resume. She expressed her happiness in hiring the CareerTuners.

Rachel Green

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

951.284.5404 – rachel@careertuners.com – Corona, CA – [linkedin.com/in/rachel](https://www.linkedin.com/in/rachel)

Product Management and Business Development Executive

Product Development • Project Governance • Data Analytics • Partner Management • Product Marketing

Defining Vision and Strategy to Propel Product Ecosystem and Business Partners

EXECUTIVE SUMMARY

Accomplished senior executive with 15+ years of experience with progressively increasing responsibilities in key roles and a passion for creating leading-edge technological breakthroughs and disruptors. Strategic planner recognized for sweeping improvements in organizational efficiency, product development and program management. Innovative leader with documented successes in the Semiconductor, Wireless, Consulting and Software / IT industries. Pioneered major successful initiatives in Fortune 500 companies and startups. Hands-on and goal-oriented manager with unique blend of business and technological acumen, a proven track-record and keen insights to create shareholder value, productivity and ROI. Interacted with C-level executives worldwide. Open to travel and relocation.

CORE COMPETENCIES

- Product Vision and Strategy
- Business Modeling
- Software and Tools Development
- Project and Program Management
- Deal Structuring, Licensing and Negotiation
- Competitive Dynamics / Gap Analysis
- Partnerships
- Marketing
- P&L

Management Skills: Customer Advocacy, Relationship Building, Mentoring & Coaching Team, Oral & Written Communication Skills; Ability to take charge, lead, inspire and motivate dynamic teams, partners and customers.

Technical Skills: R, C, C++, Java, Unix / Linux, Javascript, MS Project and Matlab

Expertise and Interests: Internet of Things (IoT) • M2M and Sensor Fusion • Big Data and Cloud Computing • Smart Homes, Smart Cities and Smart Transportation • Wearables and Accessories • Audio and Video Streaming

MAJOR ACCOMPLISHMENTS

- 100% boost in Snapdragon chipset sales by creating new features and product differentiators in 3 years.
- Executed deals with exponential growth forecast of \$300M+ in next 5 years for Commtrol and its partners.
- Generated revenues of 20M+ per year and forged business partnerships with 250+ key ecosystem partners.
- Raised \$46 million in strategic funding from venture firms and key stakeholders for a start-up.
- Created highly productive teams using Agile-Scrum methodology to reduce time to market by 50%
- Signed-up 12 ISV licensees for a new product and performed cost-reduction to lower Bill of Material (BOM) costs by 50% and distribution costs by 67%.

PROFESSIONAL EXPERIENCE

SENIOR DIRECTOR
COMMTROL

August 2002 - November 2015
San Diego, CA

Executive on a fast-track with new promotions and added responsibilities every 3-4 years. Drove multiple key digital initiatives of Commtrol involving Snapdragon chipsets, processors and software and systems engineering to develop new products and services and to boost market traction.

Led a special-projects team to create new strategic products with feature-differentiators. Managed major partner accounts worldwide. Created and led a global cross-organizational team of 50+ staff. Performed business development to boost top-line revenues. Executed successful strategic programs worldwide in B2B / B2C environments, negotiated contracts and licenses, and structured deals with major partners, including OEMS, ISVs, JVs, Alliance members, media companies and content providers.

Led Product Management of Commtrol's Internet Smart City initiative involving its partners by leveraging Internet of Things (IoT) technology for providing top-of-the-line Wi-Fi solutions in combination with data analytics and cloud computing. Provided consultations with multiple teams. Defined product vision, value proposition and strategy. Created fully integrated product roadmap. Developed and implemented product marketing strategies and launched highly successful products with major partners in commercial markets worldwide. Drove a strategic initiative to develop a 3D immersive audio website of Commtrol.

MANAGING DIRECTOR
KTECHMOBILES
(Management consulting Start-Up - Acquired by Commtrol)

March 2001 - August 2002
New York, NY

Advised CEO and CTO on new strategic directions based on assessment of key opportunities for market growth and dynamics. Led Wireless Carrier and Government Affairs practice: defined enterprise strategies for clients in the Financial, Telecom and Public Sectors in the US Managed strategic plans and investments in 10 countries in EMEA.

PREVIOUS EXPERIENCE

Pixelated Consultancy | Fox & Drake Inc. | Bell Ltd. | ZFT

EDUCATION & CERTIFICATION

Harvard University, Master of Business Administration in International Business Strategy
University of California in Electrical Engineering
Belgium Technology Institute, Bachelor of Science (with Hons.) in Electronics Engineering
MIT Sloan, Mini-MBA Certification in General Management
(Note: Currently pursuing a Data Science program at the University of California, Los Angeles)

Senior Member of IEEE; Member of Scrum-Alliance; Member of PMI
PMP Certification (In-Progress) / CSPO: Certified (Agile) Scrum Product Owner

AWARDS & HONORS

- Received 20 Patents (8 applications pending) / Authored 25+ publications
- Member of Patent Review Boards at Commtrol and ZFT
- Chairman, International European Audio Alliance Marketing Sub-Committee in 2015
- Winner, Best Innovation Award at Europ-Mobile World Congress in Sweden in 2014
- Judge for the ZUNE International Science and Engineering Fair, 2010
- Top revenue producer for 3 consecutive years at Commtrol, 2010-2012
- Won 2nd . place award (as individual) in Commtrol Innovation Network Venture Fest, 2007