

# CLIENT NAME

Torrance, California 12345 | 123.456.7890 | resumesample@email.com

## BUSINESS DEVELOPMENT EXECUTIVE

Highly accomplished, dynamic, and results-driven professional seeking a leadership role to effectively drive technical sales teams in surpassing both short and long-term sales targets, leveraging years of experience in driving business sales growth and managing complex projects within the manufacturing industry. Adept at building client relationships, translating needs into effective sales strategies, identifying market opportunities, and creating tailored solutions that boost customer satisfaction.

## AREAS OF EXPERTISE

Market Data Analysis | Electromechanical Motion Systems | Mechatronics Management | Solutions Selling  
Contract Negotiation | Market Expansion | Grassroots Marketing | Product Development | Project Management  
Budget Administration | Requirements Analysis | Cultural Intelligence | Staff Leadership and Training

## PROFESSIONAL EXPERIENCE

COMPANY – LOCATION

**Product Specialist | Business Development**

**01/2022–Present**

**Challenge:** Co-manage target mechatronics projects in the automotive, aerospace, additive manufacturing, biosciences, machine tool, equipment, inspection tool, packaging, process, and factory automation industries, aiming for substantial sales growth in the Eastern US Region

### **Action:**

- Foster strategic partnerships to drive a 15% sales growth target in mechatronics solutions from 2023
- Develop customer relations through proactive prospecting methods, including trade shows, cold calls, and CRM utilization
- Coordinate with distributors, OEMs, and automation integrators to ensure project success
- Lead multi-level teams from OEMs Engineering to Internal Business Services in project execution
- Implement targeted marketing campaigns to raise awareness of HIWIN's mechatronics solutions, utilizing digital media and industry publications.
- Conduct regular training sessions for sales staff to enhance product knowledge and sales techniques, improving overall team performance.
- Analyze market trends and customer feedback to refine product offerings and ensure alignment with market demands.
- Engage in continuous improvement initiatives to streamline project delivery processes, reducing lead times and enhancing customer satisfaction.

### **Result:**

- Closed 2023 with over \$500,000 in orders and achieved \$300,000 in invoicing for 2024
- Enhanced market confidence in HIWIN's precision motion components, expanding beyond traditional product lines
- Elevated brand recognition, resulting in increased inbound inquiries and strengthened sales team performance

COMPANY – LOCATION

**Vice President – Business Development**

**07/2019–12/2021**

**Challenge:** Introduce J-Star's linear motion solutions to North and South American markets within the medical, industrial, and kitchen sectors

### **Action:**

- Offered J-Star's linear motion devices and solutions to diverse industries, ensuring tailored solutions met customer needs
- Formed strong relationships with customers and collaborated with Internal Engineering, Purchasing, and Legal Teams to facilitate smooth sales processes
- Utilized SAP for efficient project management, optimizing project workflows and outcomes

### **Result:**

- Established an \$11M OEM and distributor customer base network through effective lead generation from cold calling and trade shows
- Spearheaded the establishment and operational success of new branches in Brazil and China, fostering international growth.
- Ensured compliance with ISO60601 medical standards for a \$360M customer, enhancing product credibility and market access
- Facilitated a successful collaboration between an autonomous lawn manufacturer and J-Star's engineers in China, leading to the application of innovative outdoor motion solutions

## COMPANY – LOCATION

**Regional Sales Manager | Project Manager****04/2016–07/2019**

**Challenge:** Conceptualize and execute strategic plans to achieve a \$15M annual sales goal in the US market, focusing on new product development and enhancing brand reputation

**Action:**

- Developed and implemented strategic sales plans, conducted market research, and directed new product development initiatives
- Managed operating budgets, oversaw outside sales projects for large furniture OEMs and mid-size distributors, and supervised a team of two sales representatives and one engineer
- Negotiated mutually beneficial contracts with legal, engineering, and business executives to support sales objectives
- Enhanced brand visibility and exceeded sales targets through extensive territory travel, including face-to-face meetings, grassroots marketing, cold calling, and trade show participation
- Strengthened Chinese-American customer relations and facilitated product development and on-time delivery by organizing customer tours and conducting training sessions in China

**Result:**

- Achieved UL962 certification for customer products featuring KAIDI components, enhancing product credibility and market competitiveness
- Led a multimillion-dollar project, revolutionizing the office sit-stand workstation industry
- Differentiated KAIDI's product line within the competitive office furniture market, achieving brand uniqueness despite product commoditization
- Surpassed \$10M in annual sales objectives for fiscal year 2018 to 2019, demonstrating consistent revenue growth.
- Secured three key accounts through meticulous customer and project management efforts
- Rescued a critical account by improving client relationships and addressing significant quality issues collaboratively with the internal team

## COMPANY – LOCATION

**Technical Services Engineer | Applications Engineer****02/2011–04/2016**

**Challenge:** Provide comprehensive application engineering support to sales managers and customers across North America and Brazil, focusing on project scope identification and customer satisfaction

**Action:**

- Raised customer base through active participation in trade shows, enhancing company visibility and networking
- Mentored and developed junior applications engineers in performing operations and functioned as a subject matter expert (SME) for the product in the production cell transfer from Denmark to the Louisville, Kentucky plant
- Employed Microsoft Dynamics CRM and enterprise resource planning (ERP) and internal software in performing various responsibilities such as managing and securing accurate delivery of products and organic sales growth, and offering profit-driving solutions according to mass-produced/purchased inventory

**Result:**

- Facilitated 36 internal projects costing over \$10M, which involved working alongside Engineering, Logistics, Legal, and Purchasing teams to guarantee successful outcomes
- Achieved a 25% surge in sales by training sales managers in comprehensive solution sales, utilizing either external or internal motor controllers with Permanent Magnet Direct Current (PMDC) -driven lead screw actuators
- Expanded market reach by helping secure ATEX Zone 1 and UL60950 Level II certifications for the grain handling industry and implementing CANBUS J1939 communications for off-highway and agriculture sectors.
- Delivered alternative solutions and accurate lead time and pricing to customers, consequently gaining optimal satisfaction and positive feedback
- Effectively guided Danish sales and engineering teams in partnering with key accounts' engineering teams to create solutions that were profitable for both the customers and LINAK

**EDUCATION**

**Master of Business Administration and Management, Business Analytics, In Progress (Expected Completion: 06/2026)**

University Name | City, State

**Bachelor of Science in Secondary Mathematics Education**

University Name | City, State