

PIERRE-LOUIS LEFÈVRE, MBA

17, rue de Beaujolais
75001 Paris, France

Seeking Opportunities in USA or EMEA
[LinkedIn References](#)

pierrelouislefevre@cyberemail.fr
Telephone: (+33)(0) 1.42.96.56 27

INTERNATIONAL SALES & BUSINESS DEVELOPMENT EXECUTIVE

Accomplished, entrepreneurial, and results-driven senior sales and business development executive with 15 years of success in expanding and growing sales and business development initiatives in territory (USA, EMEA, and APAC).

Lived and worked in USA, France, Belgium, UK, and China. Unsurpassed commitment to quality and professionalism that directly impacts company image and customer loyalty. Bilingual in English and French with dual nationality (USA/EU).

Offer partnership with a small- or medium-size business in order to grow sales and develop business in the territory. For other companies, I have

- » **Exceeded aggressive sales targets** in both start-up and established organizations (intangibles and services), including growth consulting, information services, training, e-learning, publishing, and new media.
- » **Delivered compelling value propositions** to key C-level decision-makers within strategic accounts, including Cisco, HP, and Dell. Skilled in the consultative/solution sales process with emphasis on building trusted advisor relationships.
- » **Delivered measurable ROI** in sales volume, market share, pipeline, closure rates, RFP requests, and margins.

EXPERTISE

- » International Sales
- » Global Contract Negotiations
- » Territory Penetration & Expansion
- » Business & Financial Acumen
- » Board-Level Presentations
- » Sales Forecasting & Budgeting
- » Recruiting
- » Training High-Performing Sales Teams
- » Managing Interdisciplinary Work Teams
- » Distributor Channel Development
- » Business Planning
- » Strategic Account Development
- » Sales Office Start-Up
- » Cross-Cultural Business Protocols

PROFESSIONAL EXPERIENCE

CSCL E-LEARNING SERVICES, INC., New York, NY

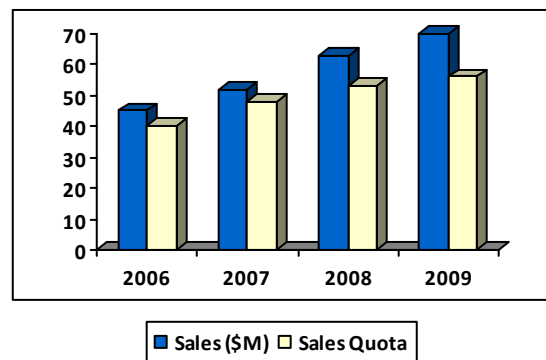
01/2006–Present

Global education and consulting group. Leader in collaborating with sales leadership teams and building revenue-driven organizations through training and coaching of clients' customer-facing individuals with focus on selling to C-level suite.

VICE PRESIDENT OF BUSINESS DEVELOPMENT EMEA (based in Paris, France)

Aggressively recruited to drive new business and greater penetration of existing accounts across EMEA and to recruit C-level executives in Europe. Report to USA-based president.

- » **Ranked #1 in revenue production** in EMEA and #2 globally out of 12 peers.
- » **Exceeded 2009 sales targets** by delivering an increase of 25% on 2008 revenues.
- » **Grew account base** beyond tier-1 industry leaders and delivered 25% of revenues in 2009 via new business contracts, an increase of 10% over 2008.
- » **Expanded business** via existing accounts and increasing margin sales in year-over-year revenues with Cisco growing 300% and Dell increasing 125%.
- » **Generate substantial repeat and referral business** by building trusted advisor relationships with key decision-makers at firms such as Cisco, Dell, Thomson Reuters, Microsoft, Honeywell, and Avaya.



VARITECH INTERNET STRATEGIES

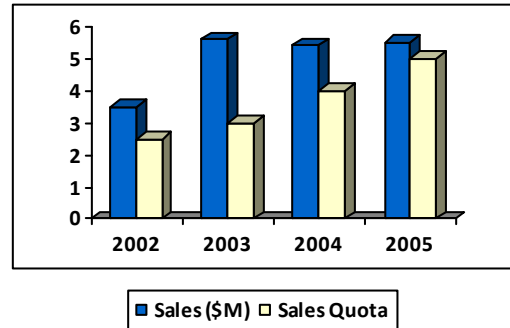
01/2002–01/2006

Start-up market leader providing e-business (SEO/PPC) internet marketing services/strategies with sales of \$45M.

VICE-PRESIDENT, SALES (based in New York, USA)

Based on industry-wide reputation, recruited to plan and implement activities to drive sales of products/services to new and existing national strategic accounts. Directed high-profile contracts with multi-property ownership and management groups, as well as brands and independents on the domestic and international fronts.

- » **Contributed more than \$1M** in new and ongoing business during first year of hire.
- » **Led team that captured \$3M** in new business while maintaining a 95% renewal rate.
- » **Placed in top 7% of sales managers**; achieved annual quotas each year for both renewal and new business.
- » **Delivered 114% of \$5.1M** quota plan and 178% of new accounts plan in the face of tight funding (2003).
- » **Increased marketability**, visibility, and profitability by solely winning new global contracts with large multi-nationals such as Sony, Allianz, Apple Inc., and Lockheed Martin.
- » **Recognized as top sales person** and strategic account closer.



APAC E-STRATEGY SOLUTIONS

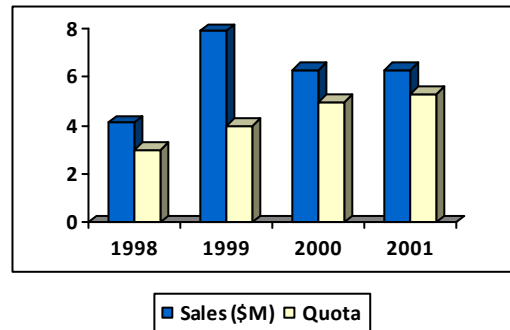
04/1998–12/2001

Leading market research, consulting, and training company with \$120M in worldwide annual sales.

INTERNATIONAL SALES MANAGER, ASIA PACIFIC (based in Hong Kong)

Recruited by CEO to hold sole responsibility for direct and indirect sales and business development activities in the \$4.5M Asia Pacific region (Taiwan, Hong Kong, China, Southeast Asia, and Australia/NZ). Travelled 70% within territory and reported to USA-based vice-president. Established new international office in Beijing, including infrastructure/procedures. Managed and motivated a team of six account executives.

- » **Boosted territory sales by 29%** (\$3.4M to \$4.5M) and exceeded targets year-on-year by implementing and coordinating large-ticket country-specific consortia sales.
- » **Proposed strategic recommendations** to board of directors on operations and business development programs.
- » **Defined and accomplished sales targets** resulting in a 3% increase in research sales in Europe (\$5M to \$6.3M). Expanded distributor base from 10 to 15 across Europe.
- » **Attained a 49% increase in research sales** within six months in 1999. Penetrated new markets, established new clients, and strengthened existing client base.



EDUCATION & PROFESSIONAL DEVELOPMENT

Master of International Business Administration (1991)

- » London Institute of International Studies in London, UK
- » Centre d'Études Européennes de Management, Paris, France

Bachelor of Science, Business Administration (1985)

- » Université Paris-Dauphine, France

Professional Development

- » Miller Heiman Sales Training, SPIN Selling Series, Executive Focused Sales Training.
- » Proficient in CRM software and MS Office Suite, including Word, Excel, Access, and Outlook.

EXPLANATION

Pierre needed a résumé that would be equally impressive in countries ranging from the US to Europe to Asia. He was targeting international or multi-national companies – many with US headquarters – so we used American English.

To meet expectations in countries other than the US, we included months and years in his experience section and dates in his education section.

The overall formatting is stylish and modern, taking advantage of formatting features in Word, such as lines with shadow, colored bullet points, and graphs.

For his letterhead, we included his MBA qualification after identifying that it is a key criterion for most of his target jobs. His location preference is presented below his name to immediately indicate that he is mobile. He has an extensive and impressive LinkedIn profile, so we included a link here. On either side, we used his postal address, email, and his phone number with international dialing code.

His résumé profile further explains his focus and includes three key achievements set off in bullet points. All bullet points in the document are colored to match the section headings. (This was done by coloring the ¶ at the end of each point.

The expertise/key word section, designed for both human and computer readers, is displayed in an easy-to-scan two-column format.

Each entry in his professional experience starts with an explanation of the company, his job title, and then an explanation of why he was hired, which hooks the reader. This information would be of interest in all countries. Each entry uses a graph, which is consistent in formatting and shows at-a-glance the impressive relationship between his sales and his sales quota. Further information, which also includes statistics, is presented on the left of the graph and the action verbs and first few words are emboldened.

Pierre believes that by presenting his achievements related to sales in a striking graphic form, this résumé will transcend all cultural differences.