



# PETER W. SINGER

GLOBAL REACHING SALES PROFESSIONAL

Consistently fueling accelerated revenue gains with a career high at \$16.9M

## SENIOR BUSINESS DEVELOPMENT

*Guarantee: to drive revenue and profit in emerging and mature markets through equal blend of Vision, Strategy, and Execution*

Decisive and tenacious revenue growth engineer with 20+ years of experience dissolving barriers in sales via the courage to evaluate market entry and account development from a fresh perspective. Consistently spurred multi-million dollar sales generation, overarching corporate goals. Adaptive leader who can quickly shift direction to address changes in business priorities. Gifted communicator who builds trust through sincere engagement.

## EXECUTIVE COMPETENCIES

Global Business Expansion  
Pricing & Commercial Planning  
Market Analysis & Assessment  
Global Business Forecasting  
New Product Launches & Positioning  
Manufacturing Distribution Strategy  
Cross-Cultural Communications  
Executive Account Management

*Developed advantageous relationships worldwide: Italy, Mexico, Germany, Korea, Canada, and the Caribbean.*

*Brands: Hanex, Brionne, Bellissimo, Han, Miraton, DuPont Corian/Zodiaq, Coroplast, Kommerling Komatex, Rexcel Panelart, MatraPlast Hi-Core, King Plastic Starboard, and Plastiglas de Mexico Chemcast.*

## PROFESSIONAL EXPERIENCE & MILESTONES

**HAN, Inc.,** Georgia, NC ■ 07/2008 to Current

A **\$150M** company with a plant in Canada and a satellite sales office in California. Owned by Hanwha, a **\$36B**-dollar per year generating company based in Seoul, South Korea.

**Regional Sales Manager | Regional Sales Representative | Commercial Specialist**

—Territories: Midwest, Mid-Atlantic, Northeast, Southeast, Canada, and the Caribbean—  
— Oversight of 2 divisions totaling 34 branches and 9 distributors—

Crafted and presented a **90-day business plan to company executives, netting hire**. Welcomed to executive team, assuming a significant center-role in the migration of Korean business/sales methodologies into the American market.

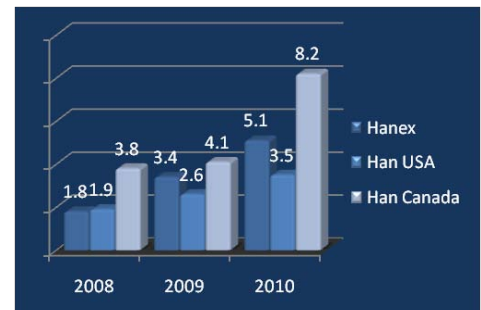
**Challenge:** To bridge the gap between company, the American consumer, and distributors by pivoting business direction. Translated cultural differences, planned targeted market entry in a challenged market and developed distributor relationships through tactical canvassing.

**Strategy:** Ascertained distributor needs and customized sales strategies with actionable steps, addressing key influencers such as pricing, fluctuating market, and support programs.

- Dissected competitors' value offer and marketing agenda, gaining a competitive edge by mainstreaming Han's corporate directives.

Mended relationships between customer, sales force, and top management by listening attentively, focusing on mutual goals, unearthing opportunities for organic growth, fostering a true partnership, and despite challenges...keeping promises.

**Results:** Managed strategic accounts and ignited an unprecedented 105% sales growth for Han's in Canada and 35% in the USA; drove a 50% growth for Hanex across the USA by 2010.



Became the **#1 sales professional** company-wide and the sole Regional Sales Manager to exceed Han's 3rd and 4th quarter goals for 2009: total sales **\$2.8MM, 10%** over goal.

- Key during a pivotal company transition from manufacturing in Korea to a new Canadian plant. Empowered COO/VP to make profitable decisions and seize actionable plans.
- Counseled COO/VP providing a bird's-eye view of distributor pricing, yearly forecast, contract negotiations, inventory analysis, new color development, product launch, sales & marketing, and risk & feasibility.
- Negotiated and closed a major contract valued at **\$1.1MM** within only 4 months for the production of Canadian Han samples by a US supplier.
- Cultivated relationships with **#1** Canadian-based customer, acting as ambassador, servicing as point of contact and bridging communication gaps with Korean headquarters.
- Boosted Han's distributor account sales by **42%** over prior year for 1st quarter of 2011.

**Principal**—KONZEN CONSULTING, LLC., North Carolina ■ 2005 to 2008

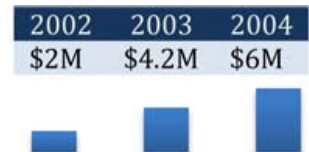
**Launched a business consulting firm and led all business development**, product commercialization, marketing, customer service, and consultative sales. Conceptualized, launched, and managed aggressive and fruitful sales/marketing campaigns. Cemented supplier relationships.

- Succeeded in differentiating client from competitors through smart and aggressive e-Commerce. Improved client's traffic conversion rate and market share margins.

**Sales Manager** —UNLIMITED CORPORATION, New York ■ 2002 to 2005

**Assumed full control of sales cycle management and product branding**, allocating time for CEO to refocus company. Innovatively helmed the integration of technology, expansion to e-Commerce, change strategies, and roadmaps; exhaustively analyzed the market and identified need to expand product offering to larger market segment. Transformed and positioned organization long term as the **#1** commercial fabricator in the region.

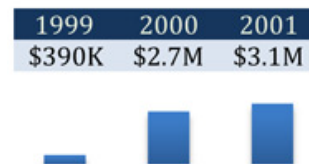
- Won dominance over the most competitive national market in this industry.
- Developed alliances, secured repeat business, and reduced expenses **26%**.



**Sales Consultant**—TRAYNOR, INC., New Jersey ■ 1999 to 2002

**Developed and launched rapid response sales programs for underdeveloped market segments.** Mastered circle-selling principles, improved communications and synergy between managers, and ignited a higher sales closing ratio.

- Drove Corian sales from start-up into the largest commercial market multi-million dollar segment.
- Ranked **#1** sales producer, out of 8 commercial sales consultants from 2000 through 2002.
- Invigorated sales to an increase of **89%** within 12 months by administrating the DuPont Loyalty Rewards program for key account.



**Summary of Previous Employment (1991 to 1999):** Sales Representative for Schwarz Paper Company and Joseph Weil and Sons, Inc. Manufacturer Representative for The Matrix Network, Inc.

EDUCATION

**Bachelor of Arts Degree** — LAKE FOREST COLLEGE

# Explanation

Peter's career as a global sales and business development executive has skyrocketed more so since he has been working for his recent company --which is a Korean company seeking to explode in the USA.

Peter was proactive in seeking employment and sold his candidacy with an unsolicited proposal as to how he planned to help the corporation. This demonstrates his creative and aggressive nature.

When Peter came to me his resume was very mundane and he needed a reinvention on paper. His quest was to have a marketing document that would represent on paper the dynamo that he is in person. In his own words he said, "*I want it to pop. I want the President of Pepsi to want my resume!*"

I got the picture and we went all out on presentation. The logo is to project a global reaching brand. The blue hues keep him in a corporate setting while sets him as a visionary and creative executive.

We wanted to play up his most recent experience while we moved the spotlight away from his earlier tenure --hence, you will see the strategy developed for his current employment is different and more detailed than that on the second page.

One of the main focus we sought was Global, Worldwide, Continent-Crossing! Therefore the implementation of images reflecting continents. Peter is very happy.