The Ultimate Career Guide – Interactive Exercises

The Job Seeker’s Tool Kit™

Ford R. Myers
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If you're in the market for a new job, you've probably been thinking a lot about your resume. You've looked at sample resumes, talked with friends who have been through job searches, and struggled with wording. But your anxiety may be based on incorrect assumptions.

Most job seekers use their resume as the cornerstone of their entire search. However, the resume should actually be one of your least used job-seeking tools. Resumes should spend most of their time in briefcases or desk drawers – not spread around like confetti. So, why write a resume in the first place? The main reason is to improve your thinking, so you’ll be better prepared to market yourself effectively!

Writing a resume mentally prepares you for career success. It forces you to take stock of where you’ve been, where you are, where you want to go and how to reach your goals. Once you’ve gone through this thinking process, the resume itself almost becomes an afterthought.

In fact, only four circumstances call for the use of a resume: (1) answering Internet job postings or “want ads,” (2) supplying a copy upon request to a prospective employer or recruiter who has an appropriate opening, (3) posting it on career opportunity web sites; and (4) giving it to selected recruiters at job fairs.

If you’re distributing copies of your resume at other times, stop. In most cases, you’ll discover that you’re over-emphasizing the resume because your other job-seeking tools – the ones that put real momentum into your search – are weak or nonexistent.

The following 12 items should be in your Job Seeker’s Tool Kit:

1. **Verbal Statements.** Prepare and practice a “15 second commercial” about who you are professionally, the industries you’ve served and the particular strengths you can contribute to a new employer (Positioning Statement). When you write it out, keep it brief and then memorize it so it will always be “on the tip of your tongue.” You will also need a prepared statement explaining why you are no longer with your previous employer, or why you are seeking a new opportunity (Departure Statement).

2. **Professional Biography or Career Profile.** Used primarily in one-on-one networking meetings, the Professional Biography is a single-page narrative of your career written in the “third person” – as though someone else wrote it about you. In the middle of the document, create a “bullet list” of the tangible results you have achieved (drawn directly from your “Accomplishment Stories”). Share this document with everyone with whom you network. A variation of this tool, called a “Career Profile,” may be used when attending career group networking functions and job-search events. The Career Profile consolidates all your job search criteria in outline form on one page, and includes such items as career summary, objective, employment history, areas of expertise, target companies, education, professional affiliations, etc.

3. **Accomplishment Stories.** Write at least 7 to 10 stories about work-related tasks about which you feel proud. Describe the problem, your specific actions, the positive results you produced, and the skills you demonstrated. These stories can be from any time in your career and any job
you’ve held. These are usually examples of times when you “went above and beyond” the scope of your job’s responsibilities and generated outstanding outcomes.

4. **Target Company List.** Research specific organizations that meet your job search criteria. Create separate folders for each of these companies and gather as much information as you can. Prepare a list of these organizations, categorized by industry (35 to 50 total). Finally, network your way in to meet with employees and hiring managers at these companies. Share this document with everyone with whom you network.

5. **Contact List.** Compile a list of all the people you know personally and professionally. Yes, all of them. Include their names, phone numbers and e-mail addresses. Include details on how you know the person, and keep a concise record of all your interactions with them. Don’t edit the list or make assumptions about who can or can’t help you. You might be surprised. Remember that approximately 80% of new opportunities are secured through networking, and a high percentage of those positions were discovered through people who were least expected to be of help!

6. **Professional References List.** Compile a list of colleagues who would “sing your praises” if asked about you. Include their name, title, company, street address, phone, e-mail address. Also be sure to indicate their relationship to you. Contact each of them, and get approval to use their names on your list. Be sure to provide these individuals with guidance about what to say when prospective employers call. Also, ask these references to contact you immediately if any prospective employers call them.

7. **Recommendation Letters.** Request letters from at least 4 to 6 respected business associates, to be printed on their company letterhead. These individuals could be superiors, subordinates, peers, suppliers, clients, etc. Try to “mix it up” with individuals from various companies and in several different roles/levels. Provide them with the necessary information, so they’ll know what to write. You may also excerpt single-paragraph endorsements from these letters, and use them in other formats, such as in your Linked-In profile and on the “Testimonial Comments” sheet.

8. **Networking Agenda and Script.** People often find it difficult to get started with their networking; usually because they feel nervous or afraid of making a mistake. The best way to avoid this problem is to learn the specific steps (the “Agenda”) of a networking discussion – how it flows, what to expect, how to react to the other person’s comments, etc. In addition, it’s smart to write-out a full script so you’ll know exactly what to say and how to say it. By preparing this networking script in advance, you’ll feel much more confident, comfortable, natural and productive in networking.

9. **Testimonial Comments.** These are one-paragraph endorsements, written by people who know your work and who will speak about you in very positive terms. The purpose of this tool is to provide “third party validation.” Testimonial quotations can be sourced from letters, e-mails, performance reviews, and verbal exchanges. At the end of each testimonial paragraph, add the person’s name, title and company.

10. **Network Tracking and Organizing System.** Maintain a detailed record of every conversation and networking meeting you have. Think of this as a “running log” of all your networking activity. Start a new document each time you make contact with a new person (one per person). In most cases, you will make multiple entries on these forms. Coordinate “Next Steps” with your job-search calendar. You’ll also need a form for monitoring and measuring your weekly job-search activities. Add-up your numbers for all the job search work at the end of the week, and
compare your totals to the week before. This system will help you to assess exactly where your stand, so you can adjust accordingly and continually increase your productivity.

11. **Web / Social Media Presence.** In today’s world, it is vital to have a consistent, compelling professional identity on the web. Without this, you will be “invisible” to employers and recruiters – which means they’ll just pass you by and go on to the next candidate. Develop and promote your online “brand” through personal web sites, social media web sites, writing online articles and blogs, and so on. You’ll also need to manage your online identity over the long term.

12. **Resume.** It’s the last on the list, but still indispensable. And, it has to be great. Enlist the assistance of a professional Career Consultant or resume writer, or follow resume examples in career-related books. Include not only your job responsibilities for each position, but also your accomplishment statements. Be sure the final resume is carefully-edited and succinct (no more than two pages), with a layout that is easy for the eye to follow.

By integrating these elements into your job search – and not relying solely on your resume – you’ll add power, professionalism and flexibility to your efforts. It may take some time to produce these documents and learn how to use them effectively – but it will be worth it. Building a satisfying career is much easier when you have the right tools!

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**Tools Needed For Your “Tool Kit”**

- Positioning and Departure Statements
- Professional Biography and/or Career Profile
- Accomplishment Stories
- Target Company List
- Contact List
- Professional References List*
- Recommendation Letters*
- Networking Agenda and Script
- Testimonial Comments/Linked-In Recommendations*
- Network Tracking and Organizing System
- Web / Social Media Presence
- Resume

* *Use the “Endorsement Matrix” on page 20 to organize your requests for endorsement.*
Positioning and Departure Statements

Positioning Statement

I am an Accomplished Sales Professional with more than 10 years of increasing responsibility in the document and information-handling marketplace. My strengths include leadership, problem-solving and persuasion. In my sales career, I have exceeded goal seven out of nine eligible years. I am now exploring leadership opportunities that will take full advantage of my 10 years of outstanding technology sales experience.

Departure Statement

Due to declining market conditions, Konix has undergone a major reorganization. This has resulted in the elimination of over 100 positions from the national sales force, including mine. I am now exploring leadership opportunities that will take full advantage of my 10 years of outstanding technology sales experience.

Positioning Statement

My background is in Human Resources, and my work has focused mostly on executive search. In this role, I have contributed my skills in organization, problem solving, management and communication. I am most proud of my track-record of improving efficiency, enhancing productivity, and developing profitable business processes. I am seeking an opportunity where I can make a positive impact on the bottom line and empower people to achieve excellence.

Departure Statement

I have been working recently as an independent Human Resources Consultant. While this work has been gratifying in many ways, an important value I hold is that the best business results are achieved in teams. Therefore, I am seeking a leadership opportunity with a larger company, where I can join a group of talented professionals and empower people to achieve excellence.
Positioning Statement

I am a Senior Finance Professional, and graduate of General Electric’s Financial Management Program. I have more than 15 years of experience in manufacturing and services industries. My strengths include organization, problem-solving and analysis. I have specific expertise in financial analysis and reporting, as well as cash and risk management. I am seeking a leadership position where my proven skills can be leveraged to improve a company’s bottom line.

Departure Statement

As a result of a merger between two GE business units, over 1,500 positions have been affected, including mine. I now have the opportunity to explore other career options where my proven skills can be leveraged to improve a company’s bottom line.

Positioning Statement

I am a Project Management Professional, with 6 years experience in the pharmaceutical industry. My strengths include organization, problem-solving and management. I am known for my ability to improve efficiency and develop profitable business processes. I am exploring opportunities where I can significantly improve the productivity and efficiency of business projects.

Departure Statement

Trinity Digital Solutions has been a wonderful place to work and build my skills, and I have made a positive impact on the company. However, at this point, I believe that the time is right to explore new opportunities. I am looking forward to significantly improving the productivity and efficiency of another company’s business projects.
Guidelines For Your Positioning Statement

Your positioning statement must:

- State succinctly what your professional identity is (i.e. “Senior Quality Assurance Manager”)
- Convey approximately how many years of experience you have
- State industries or functions in which you have expertise
- List specific strengths (i.e. “problem-solving, teambuilding, leadership, etc.”)
- State what you’re looking for in a new position

Crafting Your Positioning Statement

Use the template below to jump-start your writing, and then feel free to rewrite and fine-tune until you have something that works well.

I am a (provide professional “tag” or identifier) ____________________________

with _____ years of experience in the _______________ industry / field / niche / role

My strengths include ______________________________

I have specific expertise in ______________________________

I am now seeking (describe the type of position, opportunity or role you are seeking – not the title – as precisely as you can, along with what/how you can contribute) ________________
**Guidelines For Your Departure Statement**

Your departure statement must:

- Be positive in tone
- Take the focus off you, and put your departure into a larger context (i.e., “they had a layoff of 500 people,” “company was acquired,” etc.)
- Demonstrate that you are “over it” emotionally and carry no emotional baggage about what happened
- Show that you have a clear idea of where you’re headed professionally

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**Crafting Your Departure Statement**

Use the template below to jump-start your writing, and then feel free to rewrite and fine tune until you have something that works well.

Provide a time-frame (in 2012; for the past 5 years; or … 2 months ago …)

(Company Name) experienced (layoff, consolidation, change of management, new strategy, different priorities)

As a result, ________ positions were affected, including mine

I’m now exploring opportunities (that will take advantage of my / that will leverage my / where I will be able to contribute … )
**Professional Biography 1**

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**John Manuto**

555 St. Davids Drive  
Moylan, PA 19322

Cell Phone: 777-666-5555  
jmanuto@cp.com

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**PROFESSIONAL BIOGRAPHY**

John Manuto is a Senior Operating Executive with over twenty years of experience in improving corporate performance and value. His positions have been with Fortune 100 companies in the financial services and telecommunications fields. Mr. Manuto has a successful track record of improving profits by increasing sales, developing products and markets, and managing significant cost containment over the last five years at GBR Capital Corp. He has had both P&L accountability and operating accountability in the insurance industry and the consulting field. Mr. Manuto is accomplished in quality tools and methodology, having used business process redesign and process management successfully at both Krascorp and GBR to drive significant top-line and bottom-line improvements.

Mr. Manuto has had a varied career that includes sales, operations, investor relations and consulting. He has built operations and organizations in remittance processing, quality consulting and insurance. Mr. Manuto is a results-oriented professional who has consistently demonstrated expertise in visualizing strategic direction and moving organizations through the change management necessary to achieve desired objectives. He has successfully created two quality operations, and managed several acquisition integrations.

Representative accomplishments include:

- Increased sales and aggressively managed costs in multiple businesses through use of quality methodology. Outsourced administrative function resulting in $3 million annual savings. At GBR Americas, identified and executed sales projects, resulting in $2.5 million in net income, and reengineered the sourcing and billing processes for an additional $1 million.
- Served as integration leader at GBR for two acquisitions, resulting in reduced staff and associated expenses by 50% while growing sales 10%.
- Developed and executed GBR Six Sigma Quality programs and initiatives, credited with contributing $5+ million in net income, while controlling budgets to 20% below target.
- Improved customer satisfaction rating by 8% and reduced employee turnover by 12% through restructuring, and reengineered business processes for five Krascorp Call Centers with 5,000+ employees.

Mr. Manuto holds an International Executive MBA from Purdue University and Budapest University, and an undergraduate degree from University of Florida with a concentration in Finance. He has participated in significant quality training from both Krascorp and GBR, and is a test certified Six Sigma Master Black Belt.

Mr. Manuto is actively involved in his church’s youth groups and parents’ associations at his children’s middle and elementary schools. He has traveled extensively for business and pleasure.
Karen Akers

128 E. Frenchtown Avenue
Los Angeles, CA 90210

Cell: (555) 444-9999
kakers@comcast.com

PROFESSIONAL BIOGRAPHY

Karen Akers is a versatile Operations Management Professional with 10 years of increasing responsibility in executive search, human resources and project management. A results-oriented, strategic thinker, Karen is known for the ability to improve efficiency, enhance productivity and develop profitable business processes. She is a proven leader, with a demonstrated ability to manage people as well as processes. Karen’s intuitive ability to analyze and assess challenges, research solutions and implement new systems has helped her achieve optimal results. Her specific areas of expertise include organization, problem solving, management and communication. Most recently, Karen has been lending project management expertise to Virtual Farm, a boutique executive search and consulting firm specializing in the Biotechnology and Pharmaceutical fields.

Karen was recruited to build the infrastructure for Virtual Farm’s expansion into the Life Sciences markets. In this role, she has designed time-efficient workflows and compelling marketing strategies. Karen has been instrumental in building client relationships, resulting in a profitable stream of revenue. Prior to Virtual Farm, she brought new levels of operational excellence to Solmnssen Outreach Services, both as a Human Resources Manager and a Program Supervisor.

Karen began her career in Social Services, where she established a track record for providing exemplary services while improving operational efficiency. She has often been selected by management for leadership assignments requiring skills in organization, problem solving and innovation. Some areas of significant accomplishment include:

- Generated a 100% increase in revenue from a Fortune 500 pharmaceutical company
- Improved productivity at least 33% by implementing more efficient workflow processes
- Produced $50,000 additional revenue through web-based marketing initiatives
- Improved efficiency more than 25% by overhauling a database and tracking system
- Cut IT support services costs at least 90% by bringing the function in-house
- Achieved lowest staff turnover in history of program
- Delivered $50,000 in new revenue by creating a new billable service for a social services agency

Throughout her career, Karen has always been known for getting the job done and making things happen to the betterment of the companies she has served. As a strong team player and contributor, she has gained a reputation for dependability and technical savvy, and for bringing extraordinary value to her positions.

Karen earned a B.S. degree in Psychology and Philosophy of Science from the University of Iowa. She also holds an M.S. degree in Counseling and Human Relations from Carnegie Mellon University. Karen is a member of the National Association of Executive Recruiters, Recruiters’ Network, HR Net, Electronic Recruiting Exchange, and Fast Company. An avid fitness enthusiast, Karen has competed in numerous road races, benefiting various charities. She is a Certified Aerobics Instructor, and enjoys a healthy lifestyle. Karen lives with her husband in Los Angeles.
Career Profile 1

MORTON SAVINS

16 Hillcrest Street
Glendale, DE 18032

Home: (222) 333-4444
Cell: (222) 666-9999

Email: m.savins123@verizon.com

PROFILE:
Senior Information Systems Professional with more than 20 years experience in consulting, telecommunications and government. Proven strengths include leadership, analysis, team-building and problem-solving. Offering a proven track-record of improving productivity by creating and implementing new technology solutions.

SEARCH OBJECTIVE:
Director of Information Technology opportunity in the non-profit sector, where I can make a positive impact on the future of an innovative, growth-oriented organization.

TARGETED INDUSTRIES:
Healthcare, pharmaceuticals, finance, insurance, communications

PROFESSIONAL EXPERIENCE:
Vice President, Information Systems, KayBell Industries, Oreland, PA 2009-2013
Director, Science and Technology, Computational Partners, Wayland, PA 2004-2009
Unit Manager, IBM Aerodynamics, Holmdel, NJ 1996-2004
Director, Software Development, Ace Manufacturing, Barnesboro, PA 1994-1996
Director of Operations, Roche Development Group, Harrisburg, PA 1989-1994

TARGETED GEOGRAPHIC AREAS:
Mid-Atlantic States with preference for the Philadelphia area

ACADEMIC CREDENTIALS:
B.A. Physics, Hartford College, Hartford, CT 1988

Additional coursework in Leadership, Systems Thinking, Supervision, Interface Management, Software Management, Project Planning and Scheduling, Artificial Intelligence, Structured Analysis of Real-Time Systems, Financial Planning for Managers

AFFILIATIONS:
American College of Healthcare Executives (ACHE)
Association for Computing Machinery (ACM)
Healthcare Information Management Systems Society (HIMSS)
Hospital Association of Pennsylvania (HAP)
Human Factors Society (HFS)
Institute of Electrical and Electronic Engineers (IEEE)
Career Profile 2

BRENDA STEIN, CPA

216 Duck Pond Way  Home: 444-666-1111
Ardmore, MA 19608  E-mail: bstein21221@yahoo.com

PROFILE:

Accomplished Financial Services Professional with more than 15 years of increasing responsibility in financial supervision and general management experience. Proven strengths include analysis, problem solving and leadership. Specific expertise in budget planning, forecasting, and negotiation of complex corporate transactions. Proven skills include:

- Project Management
- Team Leadership
- Mergers and Acquisitions
- Client Service
- Regulatory Compliance
- SEC Reporting
- Operations
- Liability Management
- Software Implementation
- Business Development
- Marketing Support
- Coaching and Mentoring

SEARCH OBJECTIVE:

V.P., Finance or Chief Financial Officer in the Financial Services industry, that will leverage my extensive experience in the areas of budget supervision, mergers and software implementation.

TARGETED INDUSTRIES:

- Financial Services
- Information Technology
- Product Marketing
- Distribution
- Utilities
- Transportation

PROFESSIONAL EXPERIENCE:

Berson Corporation – Controller  2000 – 2006
The Klein Group – Senior Accountant  1996 – 2000
Blaise, Clark, Stein – Accountant  1993 – 1996

REPRESENTATIVE TARGET COMPANIES:

- Burt Fine and Company
- Goal Technologies
- AMCO Design
- Office Concepts
- Parker Company
- The Gray Group
- Kohn, Sharp, Krieg
- The Builders Partnership
- Maine Shapiro Stern

ACADEMIC CREDENTIALS:

B.S., History, Penn State University, University Park, PA
C.P.A., Registered in Pennsylvania and Delaware

AFFILIATIONS:

American, Pennsylvania and Delaware Institutes of Certified Public Accountants
Financial Executives Networking Group
Career Profile Checklist

Below are some of the items to be included in your Career Profile. It is not necessary to incorporate EVERY item – use the ones that are most appropriate for your own background and circumstances.

- Name, Address, E-mail, Phone Number(s), Fax Number
- Profile: 3-5 sentences that provide a summary of who you are, what you’ve accomplished and what you can offer to your next employer
- Areas of expertise
- Capabilities and qualifications
- Search objective
- Targeted industries (include annual sales volume if possible)
- Targeted companies
- Targeted positions
- Professional experience
- Achievements
- Geographical considerations
- Academic background
- Industry credentials
- Affiliations and memberships
- Other …
Accomplishment Stories

Accomplishment Instructions / Definitions:

Each accomplishment you use should satisfy at least 2-3 of the following criteria:
• A work-related task or event about which you feel proud
• A situation where you went “above and beyond” the job’s responsibilities
• An example of taking personal initiative
• A time when you may have received special recognition or praise

Select 7 or 10 work-related examples from any time in your career, and answer the following questions to complete the “stories.” Each of your answers should constitute its own paragraph on the page (so each full story will be written in 5 separate paragraphs). The stories should be written on separate pages (one story per sheet), following the 5-step structure shown below. Give a short title to each story, and type it at the top of each respective page.

1. What was the problem, need or challenge?
2. What did you do about it? (Not the team or department – YOU).
3. How did you do it, specifically?
4. What positive, tangible results did you produce? (Quantify if possible)
5. What skills did you demonstrate?* (List 3-4 skill words for each story).

* Skill words include the following. Use only the words below; selecting 3 to 4 maximum per story, to answer question #5. Try to “mix it up” by NOT using the same skill words on every Accomplishment Story.

Management, Communication, Leadership, Presentation, Persuasion, Analysis, Innovation, Team-Building, Problem-Solving, Follow-Through, Organization.
Accomplishment Story 1

Rebuilding a Construction Firm

Problem: AVX Development Company needed to establish a construction department capable of successfully managing a large portfolio of projects. At the time of hire, projects totaled about $400M, with about seven (7) active in the construction phase. The company did not have computers for the field personnel and did not have any idea of the magnitude of issues/problems facing them.

What I did about it: I first had to become familiar with the existing projects, learn of their status, and how they were being managed and by whom. I also reviewed existing procedures and policies, and found there was none set before my arrival. I identified the gray area between contracts for the Architect and General Contractor and began to establish a standard product design spec.

How I did it, specifically: I conducted interviews with senior management to gather their opinions of the staff and current project conditions. I then organized meetings with my staff, visited their projects, and spoke with the clients at each project site. I set new standards for my staff, hired personnel that were more capable and, after a three-month trial period, fired those who could not meet the standards. After 10 weeks, presented a detailed report of my findings, identifying what I considered the specific problems, prioritized the issues, and proposed solutions both short and long term. I also provided computers and software to create and monitor schedules. We conducted weekly meetings for all projects and monthly staff project reviews.

Positive, tangible results I produced: What we accomplished in one year was a remarkable feat considering that our project portfolio grew to $1.5B, with 17 active construction projects, and 19 projects in preconstruction. This was a 150% increase, with just one additional staff-member. As a result, our overhead impact on development fees was reduced from 1.5% to .7%. We were able to perform additional preconstruction services, essential in minimizing the mistakes once construction began, our reporting was more concise; our management of issues was far more professional, and we were able negotiate much better contracts.

Skills I demonstrated: Communication, leadership, problem-solving.
Accomplishment Story 2

Managing Marketing Communications and Saving $250K

**Problem:** Praxis America needed a strong, updated marketing communications and public relations program. Many collateral pieces were terribly out of date, and there was no real organized PR effort. The quarterly customer newsletter was consistently late and had no consistent editorial slant or storyboard. The division truly needed an agency that would be attentive to its needs and would partner with it, at a reasonable cost.

**What I did about it:** I was asked to manage the marketing communications/PR function, in addition to my other responsibilities (forecasting, strategic planning, market research). I agreed to do this with the understanding that I would have the authority to make decisions and recommendations.

**How I did it, specifically:** I contacted several local agencies, especially looking at those who had experience with industrial companies such as ours. I also contacted the company's in-house "Creative Services" department and asked them to put together a proposal. I canvassed our regional sales managers and marketing managers to understand what their marketing communications needs and priorities were. I found that in several instances, frustration with the poor service from the NY agency had led some regional offices and managers to use regional agencies or local artists and freelancers – another example of how the division as a whole was not spending its PR money efficiently. Finally, following my interviews with the agencies, I presented to the VP of Sales & Marketing my recommendation: go with the in-house company agency.

**Positive, tangible results I produced:** The quality of the newsletter improved tremendously, and we also began to get regular press coverage, due to the communications plan Creative Services put together for us. However, the most spectacular "outcome" of moving these communications activities "in-house" was the saving of a quarter of a million dollars ($250K) in the first year alone.

**Skills I demonstrated:** Leadership, innovation, persuasion, follow-through.
### Accomplishment Stories Grid (Interview Cheat-Sheet)

<table>
<thead>
<tr>
<th>Story Title</th>
<th>Problem</th>
<th>What I Did</th>
<th>How I Did It</th>
<th>Results</th>
<th>Skills</th>
</tr>
</thead>
<tbody>
<tr>
<td>Designed an organizational system saving $30,000 per year</td>
<td>Disorganization left company exposed to legal action, resulting in possible closure</td>
<td>Focused on the most crucial processes</td>
<td>Created a database, including account receivables for better analysis</td>
<td>Legal protection, organizational process in place, embezzler exposed</td>
<td>Organization, Analysis, Problem-Solving</td>
</tr>
<tr>
<td>Reduced risk and retail investment cost by 50%</td>
<td>Find results-oriented product with great ROI, customer appeal and exclusivity to protect customer base and ensure survival</td>
<td>Researched private label companies and test marketed products with clients and service professionals</td>
<td>Found pharmaceutical grade formulas, hired a graphic designer and trademarked new brand</td>
<td>Cut investment in half, strong ROI (300% mark-up), built reputation; awarded Best New Product at Entrepreneur Expo</td>
<td>Innovation, Analysis, Problem-Solving, Presentation</td>
</tr>
<tr>
<td>Achieved rapid training of staff for over-burdened client</td>
<td>Emergency training needed to maintain contract of a multi-million dollar client</td>
<td>Compartmentalized elements of training and identified the strongest employees to assist</td>
<td>Trained assistants, and designed a written and hands-on program that put trainees 1-on-1 with experienced staff</td>
<td>Cut training time in half, metrics were met, and the client negotiated a new contract for an additional project</td>
<td>Leadership, Communication, Management, Presentation</td>
</tr>
<tr>
<td>Law firm start-up with limited time and resources</td>
<td>Create a seamless transition from one firm to another to maintain current clients, avoiding layoffs and legal issues</td>
<td>Utilized specialized consulting firm to handle technical and construction issues, and prepared details of everything needed</td>
<td>Brought-in expert vendors, coordinated installation and deliveries, negotiated supplies to keep costs under control</td>
<td>Completed project on-time and within budget; clients were calm and none were lost; jobs were maintained and legal issues averted</td>
<td>Leadership, Problem-Solving, Management</td>
</tr>
<tr>
<td>Launched a new region of offices to continue expansion across the nation</td>
<td>Poorly-trained staff could lead to loss of a region, stalling corporate growth and ultimately impacting revenues negatively</td>
<td>Ensured I had an excellent understanding of processes, procedures and technology prior to opening</td>
<td>Met with high-level management for feedback on attaining goals, worked with IT for technology training, utilized contacts for problem solving</td>
<td>Region’s offices exceeded goal, and corporate growth continued; today it’s the largest provider of employer-sponsored group legal services</td>
<td>Problem-Solving, Leadership, Observation</td>
</tr>
<tr>
<td>Increased retail sales for greater profits and strengthened client base</td>
<td>Lack of retail sales threatened the company’s client loyalty and business survival</td>
<td>Devised a totally new approach to securing new clients and created innovative customer-loyalty program</td>
<td>Involved the staff in planning and marketing a party that offered free product samples and retail incentives</td>
<td>Tripled retail sales from the event, building client excitement; sales continued to grow and the business was able to sustain itself</td>
<td>Leadership, Team-Building, Innovation, Problem-Solving</td>
</tr>
<tr>
<td>Streamlined a process for protection against fines and increasing efficiency</td>
<td>Unrecorded insurance licenses put the company at risk of huge fines and loss of clients</td>
<td>Noticed a huge backlog for recording licenses and investigated it</td>
<td>Presented a new plan to shorten the process through use of software and the internet</td>
<td>Eliminated the potential for huge fines and client loss; saving close to $80,000 in salaries</td>
<td>Observation, Analysis, Presentation, Persuasion</td>
</tr>
</tbody>
</table>
## Target List 1

**James E. Bresser**  
700 Bloomfield Avenue  
Montclair, NJ 07942  
222-444-7777 (Work)  
222-777-5555 (Mobile)  
bresserjek5@aol.net

### REPRESENTATIVE TARGET COMPANIES

<table>
<thead>
<tr>
<th>Insurance</th>
<th>Pharmaceuticals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Independence Blue Cross</td>
<td>Astra-Zeneca Pharmaceuticals</td>
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<tr>
<td>Aegon</td>
<td>AmeriSource Bergen Corp.</td>
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<td>Marsh &amp; McLennan</td>
<td>Cephalon, Inc.</td>
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<td>AIG</td>
<td>Glaxo Smithkline</td>
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<td>The Hartford</td>
<td>Bayer</td>
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<td></td>
<td>Pfizer</td>
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<td>West Pharmaceuticals Services</td>
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<tr>
<th>Health Maintenance Organizations</th>
<th>Real Estate Investment Trusts (REITs)</th>
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<tr>
<td>AmeriHealth Administrators</td>
<td>Brandywine Realty Trust</td>
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<tr>
<td>Aetna US Healthcare</td>
<td>Liberty Property Trust</td>
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<td>United HealthCare</td>
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<td>NCO Group</td>
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<td>The Vanguard Group</td>
<td>Lockheed Martin Management and Data Systems</td>
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Target List 2

DAVID E. NADIS

250 Jamesway Circle
Colbourne, ME 16050
david.nad1@comcast.com

Home: 666.222.3333
Office: 666.555.8888
Mobile: 666.333.9999

REPRESENTATIVE TARGET COMPANIES

**Finance/Insurance**
- SEI Investments
- ACE/INA
- Advanta
- De Lage Landen
- MBNA
- CIGNA
- Citizens Bank
- Commerce Bank
- Commonwealth Bank
- PNC Bank
- Vanguard Group
- Penn Mutual Life Insurance

**Communications/Advertising**
- Comcast
- Netplus Marketing
- Dorland Health Comm.
- TV Guide
- WHYY

**Pharma/Healthcare**
- Merck
- AstraZeneca
- Johnson & Johnson
- Aventis
- Independence Blue Cross
- Jefferson Health System
- Glaxo SmithKline
- ViroPharma, Inc.

**Consulting/Professional Services**
- Ernst and Young
- Accenture
- Deloitte
- PwC Consulting
- EDS
- Towers Perrin
- Hewitt
- Mercer
- Watson Wyatt

**Higher Education**
- University of Pennsylvania
- Wharton Executive Education
- Drexel University
- Villanova University
- Haverford College
- Bryn Mawr College

**Technology**
- Primavera Systems
- PeopleSoft
- SAP
- Refinery, Inc.
- AGI
- SCT Corporation

**Hospitality**
- Marriott
- Four Seasons Hotels
- ARAMARK
**Endorsement Matrix** (“Third-Party Validation”)

<table>
<thead>
<tr>
<th>Name</th>
<th>Testimonial Quotations</th>
<th>Linked-In Recommendations</th>
<th>List of Professional References</th>
<th>Letters of Recommendation</th>
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Letters of Recommendation and Phone References

Structure and Protocol:

1. Make a list of the people you want to ask for help and support.

2. Separate them into two categories – one to write letters; the other to serve as phone references.

3. Call them all and ask for their help, stating exactly what you want them to do.

4. Send them each a packet, including: Cover Letter, Professional Biography, Resume and Target Company List (your Cover Letter includes a bullet list of the specific attributes or experiences you want them to focus on in their letter or phone call). NOTE: the Cover Letter for the “letter writers” will be different than the Cover Letter you’ll send to the “phone reference people.”

5. Follow-up to be sure they received everything and that they fully understand the process.

6. Tell the phone reference people to inform you immediately when they receive any calls from prospective employers or recruiters.

7. Tell the letter writers that you will want to “review their rough drafts to check for accuracy.” Later, instruct them to sign and print-out their final Letter of Recommendation on company letterhead (after you have edited the text, as needed). If it is not possible for them to use their company letterhead, have them use their personal letterhead (or create one for them).

8. Offer to help each of these participants in a similar capacity, if they would ever like you to.
Letters of Recommendation – Guidelines for the Writer

Provide these general tips to your letter writers:

- Sign and print-out the final Letter of Recommendation on your company letterhead. If your employer does not permit you to write such letters on company letterhead, then please use your personal letterhead or create a letterhead (name, address, phone, e-mail at top of the sheet).

- Do not date the letter, and do not include any salutation (there should be no “Dear_____”). Do not write, “To Whom it May Concern,” nor “Dear Sir/Madam.”

- Keep the letter fairly brief, and never more than one page.

Letter Outline

1. The first paragraph should say something like:
“I am writing to you on behalf of my former colleague, Sally M. Smith. I had the privilege of working with her from (use dates) when she was the (title) of (company XYZ)” *Use your own words.*

2. In the 2nd paragraph, mention some specifics that you recall about me:
“As the (title/company), Sally directed the strategic planning process for our division and led the economic and market forecasting. Her forecasts were instrumental in a number of projects, including a, b and c. She actively contributed to the composites industry by doing (D, E and F). Sally consistently demonstrated (words such as leadership, problem-solving, communication, and follow-through, analysis, organization are good to use). Throughout her tenure with company XYZ, she proved herself to be ________ and a __________ team player.” Or something along those lines. Focus your attention on my contributions to the company as much as possible. *Again, use your own words.*

3. For paragraph 3, you may wish to mention some personal traits/values of mine:
What was it like to work with me, how did I measure-up as a team member compared with others? What contributions was I known for? What was I particularly good at? What positive recollections of working with me do you have? *Use whatever adjectives come to mind.*

4. The last paragraph should reiterate how you feel about me as a professional:
“I feel strongly that Sally would bring ABC to any organization and prove to be a valuable, contributing member,” or something similar. End with a sentence that says something like, “I would be happy to talk with you if you have any questions about Sally,” or “Please feel free to contact me directly if you would like to know more about Sally’s work.” *Use your own words.*
Request for Letter of Recommendation

Dear __________:

Thank you for speaking with me yesterday regarding my career search and networking plans. I appreciate your willingness to assist.

In order to make the process as easy for you as possible, I have enclosed three documents to give you an overview of my professional background. These include: my Resume, Professional Biography, and Target Company List.

Please prepare a rough draft of your recommendation letter and send it to me by _______. I will check the document for accuracy and return it promptly with any necessary changes. The final Letter of Recommendation should be signed and printed on your company letterhead.

Thank you again for your support. I would be happy to help you in a similar capacity, should the need ever arise.

Cordially,

(Your name here)

Enclosures / Attachments
Letter of Recommendation

John T. Gerson  
1201 Lanham Lane  
Chester Springs, PA 16425  
jtgergen@hamptons.net  
(666) 555-8888

I have had the pleasure of knowing and working with Allan Schweitzer for almost 13 years.

I first met Allan at Midland Mutual Life in 1989 when I was recruited to become head of marketing and operations. It was immediately apparent to me that Allan was a driving force within Midland, having been the impetus behind Midland’s best-selling term plans, and I made him a General Manager of one of the SBUs we set up. Allan excelled in that role, implementing product changes and turning around a losing operation.

I then promoted him into a new role as head of Product Research and Development. Again, Allan rose to the occasion, enhancing the term and UL lines and developing our BioEdge product, which was the first product in the industry to use multiple underwriting classes.

When I joined CNA as president of the life company, I recruited Allan to come with me. As Vice President of Special Operations, he directed mergers and acquisitions, variable products, and Canadian life operations, impressively building a major presence in the Canadian life market in a short time. Later, while consulting for Coventry, I had the opportunity to see Allan play a critical role in analyzing and negotiating structured finance arrangements for a new asset class for Coventry, eventually obtaining over $100 million of financing.

Allan is without question one of the brightest and most effective people I have met in my career. His creativity and leadership really helped me in my roles, and his analytic and problem-solving skills are particularly strong. He has excellent relationships with reinsurers and field personnel.

Allan has become a good and loyal friend and a talented executive, and I would highly recommend him to your firm. If I can offer any additional information about Allan, please feel free to contact me any time.

Sincerely,

John T. Gerson
**Professional References**

**James E. Bresser**

700 Bloomfield Avenue  
Montclair, WA 07042  
LinkedIn Link Here

<table>
<thead>
<tr>
<th>222-555-7777 (Work)</th>
<th>222-444-5555 (Cell)</th>
<th><a href="mailto:bresserjr1@aol.net">bresserjr1@aol.net</a></th>
</tr>
</thead>
</table>

**PROFESSIONAL REFERENCES**

**Mr. Don Loy**, Corporate Officer, Senior Vice President  
Ibsen Office Solutions, Inc.  
555 Windy Way  
Marion, PA 19050  
Telephone: 666-444-8888  
E-mail: dloy@ibsen.com

Don Loy and I have been business associates for the last six years. I met Don while a member of the Aiken Healthcare senior management team.

**Ms. Mary Kardonsky**, Former President  
Aiken Healthcare  
777 Bloomfield Avenue, Suite 200  
Bedford, PA 18905  
Telephone: 777-555-3333  
E-mail: mkardonsky@comcast.com

Mary gave me my first full time job as a Sales Trainee at Jedford Machines. She also hired me at Aiken Healthcare and I reported to her. I have known Mary for more than 20 years.

**Mr. Thomas Dugans**, Senior Vice President  
Jedford Machines  
222 Bowling Green Avenue  
Rockland, NY 12501  
Telephone: 888-555-2222  
E-mail: thomas.j.dugans@jedfordmachines.com

Tom and I worked together as peers for many years, and he progressed through senior management positions prior to becoming President at Gardenia Group.

**Ms. Deborah Smith**, Mid Atlantic District President  
Ibsen Office Solutions, Inc.  
555 Windy Way  
Marion, PA 19050  
Telephone: 666-444-8888  
E-mail: dsmith@ibsen.com

I reported directly to Deborah in my capacity as Regional Vice President.

**Mr. Ken Millard**, President  
Imperon Associates  
5067 Coast Highway  
Albany, CA 90210  
Telephone: 333-555-7777  
E-mail: impactkenm@aol.com

I met Ken more than 20 years ago while at Jedford Machines, and have maintained a business and personal relationship since then.
Networking Structure

Begin by asking, “Is this a good time?” (If it isn’t, identify a time to call the person back.)

1. Build rapport (reference the person who referred you)
2. Where you have been (use Positioning Statement)
3. What happened (use Departure Statement)
4. Ask for help (would you be willing to help me?)
5. “Decompress” – take the pressure off. (reassure them you are not asking for a job)
6. Ask again for help (expanding contact network / guidance / advice / feedback)
7. Thank them (set a time to get back to them)

Networking Goals

- Schedule face to face meetings with “centers of influence” – and phone calls with all others
- Get at least three to five names from each person with whom you speak

Networking Tips

- Keep first conversation very brief, just to get their “buy in” to meet with you
- Use the name of the referring party several times throughout the “script”
- Send Target Company List, Professional Biography, and Meeting Agenda immediately after the first conversation
- If the person is a “Center of Influence,” push to get the face-to-face networking meeting
- Follow-up shortly thereafter to confirm receipt of the documents and secure the appointment
- Don’t use word “job” or “fired”
- Make no excuses or apologies for your situation
- Come from generosity (always look for opportunities to offer something of value)
- Be confident and purposeful
- Follow-through on all leads and contacts
Networking Script

Contact Name: ___________________ Title: ___________________
Phone Number: ___________________ Company: ___________________

Introduction: Hello ___________________, my name is/this is ___________________. I was referred to you by ___________________. I know ___________________ through ___________________.

I am contacting you about a career matter, but let me assure you that I am not calling to ask you for a job. Is this a good time for you to talk? I only need 5 to 10 minutes of your time.

1. Build rapport.
(Use whatever personal information you have about them to “connect” – find a common area of interest to discuss).

When I talked to ___________________, s/he told me that you ___________________.

2. Where you’ve been. (Use Positioning Statement)
_______________________, let me give you a 30-second snapshot of who I am and where I’ve been. I am a Senior Technology Executive with more than 12 years of experience designing business solutions and managing information technology. My strengths include communication, analysis, management and problem solving. I have specific expertise designing solutions, managing software development and leading testing. I am exploring management opportunities that will leverage my understanding of marketing, communications and sales.

Do you think you have a general idea now of who I am professionally? Is there anything that’s unclear, or anything you’d like me to expand upon?

3. What happened. (Use Departure Statement)
Great, now that you understand that, let me explain where I am now. My employer, Capital Technologies, was recently acquired by a German conglomerate. As a result, more than 750 positions were affected, including mine. (I am now exploring management opportunities that will leverage my understanding of marketing, communications and sales).

Do you think you have a general idea now of my situation and where I want to go? Is there anything that’s unclear, or anything you’d like me to expand upon?

4. Ask for help.
_______________________ indicated that you would be willing to help me. If you could give me just 20 or 30 minutes of your time (in-person meeting or phone appointment, depending upon the type of person you’re talking to and where they’re located) to provide some guidance and feedback, and help me expand my contact network, I would really appreciate it!

(Continued …)
5. **Decompress again.** *(Take the pressure off)*
Please understand that I am NOT asking you for a job, nor do I expect you to know of any appropriate positions. What I AM interested in is any input, advice or direction that you can offer. Would you be willing to take a look a few single-page documents I’ve prepared describing my professional background in more detail and the companies I’m researching? That way, you could provide candid feedback. I could e-mail these materials over to you right away.

6. **Ask for help again** *(if necessary)*
Decompress again if needed.

7. **Wrap-up** and thank them.
Thank you so much, _____________. I know you’re busy, so I don’t want to take-up any more of your time now. I really appreciate you agreeing to meet with me on ____________ at ______. I will e-mail you a one-page overview of my professional background and a brief list of the companies that I am most interested in. I’ll also send you a meeting agenda for us to follow. I know your input will be very helpful, and I appreciate your willingness to provide your feedback and assistance!
Networking Meeting Agenda

With: _______________ Date: ______ Start Time: ______ End Time: ______

1. Purpose/Overview

2. Discuss my situation

3. Review Professional Biography and Target Company List

4. How you can help me

5. Referrals, contacts and ideas

<table>
<thead>
<tr>
<th>Name</th>
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</table>

6. How can I help you?

7. Follow-Up/Next Steps (both parties)
   a.
   b.
   c.
   d.
   e.
   f.
   g.
Testimonial Comments

DEBORAH M. PEABODY
2632 Phillips Avenue
Florence, MA 01003
dmpeabody11@realm.net
www.linkedin.com/in/debmpeabody

Testimonial Comments

“I have known Deborah for over six years and worked with her on several projects. She has demonstrated exceptional leadership and organizational skills. In a project she recently did for me, Deborah analyzed a difficult organizational issue and developed a plan that brought it to a successful resolution quickly.”

– Dr. Leo Farley, Director, American Services Consortium

“Deborah worked for me at DSD. During that time, she performed extremely well under difficult organizational changes. Deborah could always be counted on to get the job done and perform at a high level. She served as a great example for the rest of the team.”

– Garrett Harrison, General Manager, Technology Division, The DSD Companies

“Deborah played a key role in analyzing the problems behind the sales activity shortfalls and in developing a comprehensive action plan to improve performance. The recovery program she led resulted in a greatly improved second-half performance, and it established a stronger foundation for continued growth in the laser printing program.”

– Marybeth Waller, Director, Digital Marketing Group

“I have worked with Deborah in sales at Hampshire Commerce, and as a client when she was working at brandworks.com. I have always had great respect for Deborah’s sales ability and her exceptional way of addressing client needs.”

– Christine Wollenbach, E-Commerce Manager, Hampshire Commerce

“Deborah has done a remarkable job as Director of the Women’s Steering Committee over the last two years. Her efforts have improved this program in a major way, and it is amazing that the women's group is now one of the strongest groups in this organization. It's great to see the way Deborah’s leadership of the group has spread so widely.”

– Kevin Malloy, Associate Director, Barnesboro Episcopal Church

“Deborah has shown a willingness to take on difficult challenges, and she has produced excellent results. The multinational training program she created and managed is an excellent example. This program has been highly successful and is a discernible achievement, especially considering the difficulties inherent in teaching multinational classes. In her tenure here, Deborah has proven to be a mature manager, and she has consistently exhibited excellent leadership skills.”

– Jennifer Goldman, Director of Electronic Printing Systems, Baron Technologies
# Network Tracking Form

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# Weekly Job Search Activity Form

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Resume 1

FRANK J. LAMBRUSCO
818 Moorestown Road                      Cell: 222-555-8888
Moorestown, DE 99521                      Home: 555-777-3333
bestsalesguru@msn.org

CAREER SUMMARY

Senior Sales and Marketing Executive, with more than 20 years of driving profitable revenue growth. Effective leader with demonstrated ability to manage organizational and cultural change to create productive teams. Revenue responsibility as high as $4 billion annually. Expertise includes:

- General Management
- Customer Relationship Management
- Strategic Alliances
- Indirect Channel Expansion
- Field Sales Leadership
- Total Quality Management

PROFESSIONAL EXPERIENCE

Kravitz Automation, Armonk, PA 2008-Present
A $5.3 billion company that is one of the world’s leading providers of document management products and services.

President, Philadelphia Marketplace
Directed profit and loss, strategic implementation, employee relations and customer relations for $105 million business in greater Philadelphia tri-state area. Developed an annual business plan that met strategic, financial, customer and employee objectives.

- Achieved 105% of Operating Income Plan with 12% year-over-year total revenue growth for 2001.
- Generated #1 performing Legal Document Services Marketplace at 130% of revenue plan and 43% year-over-year growth.
- Created #1 marketplace in the Mid-Atlantic District in customer satisfaction, employee retention, revenue per employee and high volume installations.
- Integrated management services, legal document services and business document services into the core of Kravitz business services.

Bittle Healthcare, Lancaster, PA 1997-2008
$21 billion company that provides a full spectrum of managed care, indemnity, and group life and disability insurance products to 21 million members nationally.

General Manager, Medicare Sales and Marketing
Developed and deployed sales and marketing strategies to attain common goals, including profitable revenue growth, net membership growth, customer and employee satisfaction. Built revenue to over $4.1 billion and memberships to 703,000.

- Achieved annual revenue growth of 35.8% or $1.093 billion in 1999, and 37.8% or $.836 billion in 1998.
- Generated annual membership growth of 22.7% with 109,392 net add members in 1999, and 33.4% with 134,300 net add members in 1998.
- Increased market share position from #4 in 1997 at 370,196 total members to #2 in 1999 at 702,263 total members.
- Reduced Medical Loss Ratio three consecutive years from 93.4% in 1997, to 93.0% in 1998, to 92.3% in 1999.
- Played key role in Corporate Strategic Planning Initiative commissioned by the President of Bittle Healthcare to identify future strategic direction and vital priorities.
Konix Corporation, Palo Alto, CA  1991-1997
$18 billion global company specializing in document management solutions, including hardware, software, supplies and customer services.

Planned and implemented all Documents Solutions Supplies Products for Konix Supplies Business in the U.S. Built revenue to $1.4 billion and operating profit to over $550 million.
- Generated annual revenue and profit growth of 6.5%.
- Established new benchmark for customer satisfaction results at 96.8%.
- Achieved benchmark employee motivation and satisfaction results at 91%.
- Redesigned sales coverage and product portfolio.
- Selected to participate on a senior-level task force reporting directly to the President of United States in Customer Operations. Restructured centralized and decentralized field support processes, and made improvements to customer satisfaction and field ownership of the total customer relationship.

Manager, Supply Channel Operations, 1993-1994
Developed and implemented strategic plan for indirect channels expansion, including Superstores, Metro and Rural Agents, Nopa and Nomda Dealers and the Konix Supplies Catalog.
- Grew business in three channels: Superstores 22%, Dealers 20%, Metro Agents 36%.
- Reached benchmark customer satisfaction results at 97.2% and billing quality at 98.8%.
- Significantly reduced selling, administrative and general costs (SAG) by $1.5 million and achieved better-than-expense plan performance at 90%.

Manager, Marketing Center Operations, 1991-1992
Managed all aspects of Marketing Center Operations. Generated revenue of $1.1 billion and operating profit of more than $450 million. Supervised 377 employees and five Regional Manager direct reports.
- Achieved annual growth rate of 10% in revenue and 14% in profit year-over-year.
- Exceeded Direct Marketing Organization’s plan and grew revenue 18%.
- Reached benchmark levels in customer satisfaction at 97% satisfied and billing quality at 98.8%.
- Generated 21% improvement employee retention at 93.4% compared to 75% traditional run rate.
- Achieved better-than-plan performance in expense management with all organizations.

EDUCATION

J.D. – Law, Stanford University, Palo Alto, CA  1990

PROFESSIONAL DEVELOPMENT

Leadership Through Quality Training Continuum, Konix Corporation:  1997
Problem Solving Process, Quality Improvement Process, Measures of Quality, Inspecting For Quality, Manager as Facilitator, Empowerment

Senior Management Training, Konix Corporation:  1994
District Manager Workshop, Integration and Systems School, Leadership Solutions Seminar, Advanced Management School, Middle Management School, Management Studies
Resume 2

Alan S. Rottweiler
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Glen Mills, PA  12407

CAREER SUMMARY

Senior Marketing Executive with extensive experience in Advertising and Marketing Communications, in both corporate and agency environments. Industry leader possessing outstanding conceptualization skills for creating the proper image to promote growth in sales and profit. Proven strengths in analysis, organization, innovation and persuasion. Specific areas of expertise include strategic planning, creative direction, public relations, media, promotion and market research.

PROFESSIONAL EXPERIENCE

BIG BOB’S FAMILY MARKETS, Tulpehocken, VA  2010-2014
Vice President, Marketing
Directed all marketing aspects of 40-store supermarket chain. Supervised professional support staff of 12 people, including Manager of Customer Loyalty, Manager of Advertising Services, Coordinator of Public Relations, Coordinator of Consumer Affairs, and customer shopping and delivery representatives.

• Repositioned company identity, image, and advertising theme as largest family-owned and operated supermarket chain in central VA, resulting in increased share of market in 2002 supermarket report.
• Generated annual savings of more than $350,000 through contract negotiations during first year.
• Doubled in-home print advertising impressions through weekly circular activity during key promotional periods, creating a measurable increase in consumer awareness of Big Bob’s.
• Directed strategic action steps on customer loyalty card program, resulting in 10% increase in customer participation.
• Restructured media program to create 40% greater reach and frequency of target customers.
• Focused public relations activities that increased awareness of Big Bob’s community service and involvement.

FUIMANO’S SUPERMARKETS, Watkins Glen, PA  1997-2009
Director of Marketing Services
Planned, developed and directed execution of all communications. Managed Director of Advertising Services in development of weekly circulars, newspaper and print advertising with staff of graphic designers. Supervised Director of Media and Promotional Services in planning and executing advertising budgets, broadcast and print media, and sponsorship promotions.

• Appointed “Keeper of the Fuimano’s Image” by the CEO, setting the stage for continued growth in sales and profit and eventual sale of the company to Unilever in 4th quarter 2000.
• Directed IT in revamping all reporting and request procedures of Fuimano’s Community Cash Back and Corporate Giving Programs, saving company $500,000 annually.
• Served as spokesperson for all media, community relations, and public affairs activities creating an image as the #1 supermarket in the region.
• Led development of most comprehensive advertising campaign in company’s history, resulting in record sales growth.
ROTTWEILER ADVERTISING AND MARKETING, Ardmore, PA 1988-1997

Owner and Creative Director
Founded and managed full-service advertising and marketing agency, serving such clients as Fuimano’s Supermarkets, Cardinal Soup Company, Mrs. Beck’s Foods, Richard Brands, Wally’s Chocolates, and other consumer goods manufacturers and retailers.

- Formulated “Fuimano Pride” theme with subsequent 15 years of campaigns, as well as a host of consumer and employee programs for Fuimano’s.
- Created award-winning package design for Richard Brands’ Kid’s novelty product line, as recognized by Candy Wholesaler and Confectionery magazines.
- Designed award-winning and innovative foodservice sales presentation materials for Mrs. Beck’s Foods, as recognized by Philadelphia Advertising Club Addy Awards.

MANLY MAN STORES, Summit, NJ 1985-1988
Vice President of Marketing
Directed advertising agency and separate public relations firm in development and creative execution of all advertising and public relations activities for this men’s clothing retail chain, including both consumer and corporate marketing campaigns.

- Created major image turnaround, from neighborhood retailer to recognized brand of apparel.
- Developed marketing strategy for regional growth and multi-market expansion.

MOSTELLER ADVERTISING, Pittsburgh, PA 1980-1985
Account Supervisor
Handled major account responsibility through regional office of international full-service agency. Managed staff of five account management professionals.

- Supervised program development for Bingo Foods, Harry Pie Companies, Mitters International Corp., Prepster Beverage, and other regional/national accounts.
- Organized 32 independent Prepster Beverage bottlers throughout North and South Dakota into cooperative marketing group to maintain number one share position against Cappy’s Cola.

EDUCATION

GOOBER UNIVERSITY, Allentown, PA
Bachelor of Business Administration

AFFILIATION

- Member, Philadelphia Advertising Club, Board of Governors
- Member, American Marketing Association
- Member, Food Marketing Institute, Communications Committee
Ford R. Myers is President of Career Potential, LLC. Through powerful individual, corporate and government programs, his firm helps clients take charge of their careers, create the work they love, and earn what they deserve! Ford has held senior consulting positions at three of the nation’s largest career service firms. His articles and interviews have appeared in hundreds of national magazines and newspapers, and he has conducted presentations at many companies, associations and universities. In addition, Ford has been a frequent guest on television and radio programs across the country. He is author of “Get The Job You Want, Even When No One’s Hiring,” published by John Wiley & Sons. Detailed information is available at www.careerpotential.com and www.fordmyers.com.

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