

JOHN SMITH

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GENERAL MANAGER / CHIEF EXECUTIVE OFFICER

Market Expansion • Financial Strategies • Team Development

Highly competent and collaborative management professional with extensive experience leading complex business and finance operations in dynamic environments. Extraordinary capacity to align business resources with organizational goals and position start-up and growth organizations with focused strategies and scalable systems/processes across all functional areas. Caring leader who creates consensus and motivates people across organizational, geographic and cultural boundaries. Unwavering commitment to customer service.

Strategic Planning • Business Development • P&L Management • Client Relations
Product Innovation • Complex Negotiations • Banking Relationships
Financial Reporting • Budgeting & Capital Expenditures • Inventory & Materials Management
Leadership • Team Development • Performance Management

PROFESSIONAL EXPERIENCE

WILLOW CREEK APPAREL, INC, Jonesville, North Carolina • 1985-2004

Manufacturer and seller of women's contemporary sleep and lounge wear.

President/Chief Executive Officer

Built and led apparel manufacturing company from initial investment and zero revenue into \$10M annual sales and recognized national brand. Actively directed international supply chain sourcing (and moved same from the U.S. to Central America to China), manufacturing, marketing and merchandising as well as organizational structure and team development. Managed financial functions including planning, budgeting, capital expense management, analysis and accounting. Oversaw 5 direct reports, up to 150 employees and multiple manufacturing sub-contractors across 3 states.

Selected Achievements

- Maintained 20-year market presence in an industry that has among the highest business failure rates in the U.S. and which experienced intense consolidation of retail distributors throughout the 1990s.
- Created significant brand value as a result of strong focus on product quality, market exposure through, and strategic use of co-op advertising, with top retail clients such as Macy's, Lord & Taylor and JC Penney and a consistent track record of innovation and prompt service.
- Received loan terms as favorable as country's top apparel manufacturers as a result of consistently prudent fiscal management and cultivating trusting relationships with banks and factor. Operated under manifesto of "no surprises".
- Remained lockstep with consumers' changing fashion needs, responding quickly with innovative styling. Started trend of coordinated separates in the women's sleepwear market.

WILLOW CREEK APPAREL, INC., Selected Achievements, continued:

- Hired and nurtured multi-cultural, multi-lingual work force who were cross-trained, eager to support each other and, as necessary, provided with assistance with English language skills. Strong policy of promotions from within and turnover rate of less than 5% for most years.
- As a result of strong brand and reputation for integrity, received multiple purchase offers. Sold company in 2004 to Russell-Newman, Inc.

ARCHDALE MANUFACTURING, INC., High Point, North Carolina •1980-1985

Manufacturer of private-label apparel.

CEO, Nightflowers Division

Recruited as general manager with focus on sales and market development by \$3M manufacturer that had filed for bankruptcy.

- Reversed negative financial situation and built business to \$8.5M and 70% of company's total revenue within 3 years. This was accomplished as a result of controlling expenses, re-focusing to more upscale distribution channels and hiring a top sales team.

EDUCATION

Bachelor of Science in Marketing
Manhattan College, Riverdale, New York

PROFESSIONAL AFFILIATIONS

Incoming Treasurer, South County Chamber of Commerce

Community Development Corporation

CEO Club of New York