

GEORGE G. WILLS

1 Linda Street • Lincoln, New Jersey 07000 • (xxx) xxx-xxxx • XXXXXXXX@XXX.XXX

SUMMARY of QUALIFICATIONS

- **Successful executive level sales management experience with Profit & Loss responsibility.**
- **Proven ability to manage direct sales operations and corporate marketing functions, including product management, advertising/sales promotion and sales training.**
- **Experienced with various channels of distribution including direct sales, distributors, dealers and telephone carriers.**
- **Product expertise includes facsimile equipment, copiers, cellular telephones, pagers and office systems.**
- **Excellent analytical, organizational, and interpersonal skills.**
- **Practical knowledge and understanding of Japanese management techniques.**

PROFESSIONAL EXPERIENCE

PANASONIC DOCUMENT IMAGING COMPANY - Secaucus, NJ • 1998 - Present

An international, multi-billion dollar leader in office automation, office systems, consumer electronics, and communications equipment.

PRESIDENT (2001 - Present)

- Selected to manage a newly formed direct sales organization employing 400+ personnel and generating \$70 million in revenue.
- Increased sales 148% within the first year.
- Grew sales productivity 15% and slashed expenses by 20% through implementation of strategic financial controls.
- Restructured organization to reduce overhead and improve bottom line performance.
- Spearheaded successful acquisition of dealer-based businesses.

VICE PRESIDENT (2000 - 2001)

- High profile executive position accountable for directing a facsimile dealer-sales organization with revenue exceeding \$120 million.
- Turned sinking division around from declining sales and loss to a 10-15% increase.
- Achieved #1 profit generating division in the company in 2000.
- Awarded prestigious Panasonic Managerial Excellence Award in 2000.

DIVISIONAL GENERAL MANAGER (1999 - 2000)

- Profit & Loss responsibility for a \$90 million division in cellular telephone and paging equipment sales.
- Generated cellular telephone sales of \$77 million in first year.
- Achieved 105% of pager sales budget.
- Maintained divisional profitability in a volatile and competitive marketplace.
- Preserved market share despite declining economy and changing distribution patterns.
- Departmental productivity totals nearly \$3 million per staff member vs. company standards of \$1 million per employee.

continued...

PANASONIC DOCUMENT IMAGING COMPANY experience continued ...

GENERAL MANAGER - DIRECT SALES (1998-1999)

- Directed the functions of a \$36 million direct sales organization in facsimile equipment sales, including staff management of 110 sales representatives.
- Achieved 120% of sales budget and 289% of profit budget for 1998.
- Increased sales rep productivity 18% within 18 months.
- Reduced sales rep turnover despite changing distribution patterns in the industry.
- Implemented a successful Major Account Program to insure the long term profitability of the direct sales organization.

RICOH CORPORATION - West Caldwell, NJ • 1991 - 1998

A multi-billion dollar manufacturer of office equipment and camera products.

DIRECTOR of MARKETING - SYSTEMS PRODUCTS (1996-1998)

DIRECTOR of PRODUCT MARKETING (1994-1996)

DIRECTOR of MARKET PLANNING (1992-1993)

MARKETING SUPPORT MANAGER (1991)

- Directed the planning and marketing of systems/office automation products. Promoted to position to direct the Company into new business/product areas.
- Accountable for the development and implementation of all phases of marketing in the data communications/office equipment field.
- Developed business, marketing and launch plans for facsimile products. Successfully introduced several major products which accounted for over 90% of the Group's sales.
- Accountable for the Group program/product management functions.
- Directed OEM sales of peripheral products.
- Developed and managed national account sales programs and successfully negotiated largest sales order in Company's history.
- Initiated and managed the Corporate Telemarketing Program which generated over \$4 million in additional revenue.
- Constructed and activated the Sales Training Program which increased sales productivity 18% over 2 years.
- Directed the advertising, public relations and trade show functions resulting in increased measured brand awareness of 20% and generated over 10,000 sales leads in one year.

EDUCATION

MBA in Marketing
New York University Graduate School of Business
New York, New York

BS in Marketing
Fordham University
Bronx, New York

(Ranked in top 5% of class)