

JACK T. ASHER

SENIOR SALES MANAGEMENT EXECUTIVE

Valued for bold leadership in building sales organizations that, without fail..

- ✓ produce award-winning operational performance metrics,
- ✓ seize market share from the competition, and
- ✓ generate multimillion-dollar sales and gross margin gains.

Repeatedly successful piloting immediate improvements within just months of hire. Build world-class sales and marketing operations that thrive and excel within competitive business markets.

- ✓ MBA degree and 15 years of documented sales achievement
- ✓ companies of all sizes, Fortune 50 to small, regional businesses
- ✓ managed national teams of as many as 200 sales professionals
- ✓ held full P&L authority for up to \$38 million sales revenue

PROFESSIONAL HIGHLIGHTS

Anani Insurance Co. 2010 – Present

EXECUTIVE VICE PRESIDENT OF SALES

P&L, strategic planning, and sales authority for \$350 million premiums and \$38 million sales annually. 6,100 commercial and retail clients. 5 direct and 150 indirect employees. \$20 million budget.

- ▶ Played key role in earning company recognition among “Top 100 employers in New York for Working Families,” 2013 and 2014.
- ▶ Recognized as top-quartile performer in prestigious “Reagan Best Practices Survey,” 2012 and 2013.
- ▶ Ranked #1, setting company-wide record for largest annual increase in new business, 2012.

Propelled aggressive organic business growth and pushed company through to the next level, increasing sales, customer retention, and operating margins. Forged strategic alliances and joint ventures that accelerated growth outside of traditional selling strategies. Introduced client-focused strategies and balanced scorecard approach that produced near-immediate results.

	Quota overachievement	Total revenue increase
2013	175%	\$3.2 million
2012	154%	\$3.5 million
2011	162%	\$2.9 million
2010	138%	\$2.3 million

Success by the Numbers:

- 200% year-over-year revenue increase
- \$1.8 million new revenue stream created
- 114% higher staff productivity
- 35% increase in operating margins

Haines HealthCare 2005 – 2010

NATIONAL VICE PRESIDENT OF SALES (2008 – 2010)

Charged with enhancing servicing for 6 million customers, 190,000 accounts, and 34,000 distribution partners nationwide. Created and introduced groundbreaking

439 Garamond Drive
Lexus, NY 42986

www.linkedin.com/in/jasher
jack.asher@email.com
920-555-8888



REPRESENTATIVE ACCOMPLISHMENTS

Rejuvenated 5 lackluster sales operations, setting new national records for annual sales growth as high as 200%.

Rapidly turned around poorly performing companies to place #1 for such key metrics as retention, new business, close ratios, and profit margins.

Achieved Honorable Mention in New York Business Journal's 2012 "40 under 40" event recognizing the state's brightest and most promising young businesspeople.

Won multiple industry awards and honors, including 2X ranking within top 100 nationally.

Led through major change initiatives, including mergers and acquisitions. Positioned company for sale, enabling profitable, 145% ROI exit for major investors.

...Continued

Haines HealthCare continued...

affinity/loyalty program. Drove Six Sigma initiatives and directed 7 major technology deployments in 18 months. \$35 million budget. 5 direct and 200 indirect staff.

▶ **Launched start-up national organization that improved account servicing and produced \$30 million new revenue in just 1 year.**

Success by the Numbers:

50% increase in channel partner satisfaction	\$1 million operating cost savings
120% increase in employee productivity	15% lower administrative costs
\$30 million added in new revenue	3% increase in customer retention

REGIONAL VICE PRESIDENT OF SALES, NORTHWEST (2006 – 2008)

Directed team of 8 direct and 188 indirect reports in all sales and account management operations servicing 1,100,000 customers and \$3.2 billion in premium revenue. Rebuilt leadership team and reallocated resources.

▶ **Revitalized a stagnant 6-state region to lead the nation with performance, ranking #1 among all regions for growth, retention, new revenue, and close ratios, 2007.**

Success by the Numbers:

168% increase in gross margins	6-fold gain in customer accounts
13% close ratio (beating national mean 2.3%)	3% increase in customer retention
84% retention (beating national mean 4.5%)	84.2% reduction in loss ratios

VICE PRESIDENT OF SALES, MIDWEST TERRITORY (2005 – 2006)

Turned around underperforming sales and account management operations representing 150,000 members and \$427 million revenue. Led 7 direct and 25 indirect employees. Overhauled staff, dismissing and replacing non-performers.

▶ **Reversed decline and restored growth, placing as a top-tier, 2-office business within 12 months of hire. Transformed performance from #27 of 30 originally, to sustained #3 ranking.**

Success by the Numbers:

\$35 million increase in gross margins	16% gain in profitability
158% increase in total revenues	80.4% decrease in loss ratio
137% increase in new account sales	184% growth in new members

Benchmark Insurance 1999 – 2005

DIRECTOR OF SALES (2001 – 2005)

Jumpstarted a 22-employee underperforming region. Restarted customer growth and delivered, in > 1 year, 200% of sales goals. Expanded customer base 12,000 members. Raised gross margins 120% through combined cost cuts and revenue growth.

ACCOUNT EXECUTIVE (1999 – 2001)

Surpassed all sales goals, realizing 171% of assigned business objectives. Expanded NYC customer base 105% and sales revenue 148%. Captured 30% increase in market share within just 9 months.

www.linkedin.com/in/jasher
jack.asher@email.com
920-555-8888

EDUCATION & CREDENTIALS

Master of Business Administration (M.B.A.) – 2005
Kant University, Boston, MA

Bachelor of Arts (B.A.), Marketing – 1998
New York University, New York, NY

Executive Education, Leadership Certificate – 2005
The Wharton School of Business, University of Pennsylvania

Six Sigma Black Belt – 2008

“Jack Asher is the most goal focused executive I have ever worked with. While he always carefully measures risks, he is a strategic mastermind and driving force for bold initiatives that propel sales performance to record-setting heights. Whether we were asking him to start up a new organization or turnaround an underperforming one, he always delivered and he did so quickly. Most impressively, he accomplished all of this while also building highly cohesive, motivated teams that were known for exceptionally high morale.”

-- Tom Wright, CEO
Haines HealthCare

Dear Professional, Executive, or Aspiring Executive:

100kCareerMarketing.com is the culmination of nearly 20 years of successful experience. During this time, I have been privileged to work with thousands of executives, professionals, and leaders all across the U.S. and worldwide in developing their resumes and other career marketing documents.

I formed 100kCareerMarketing.com because of my ongoing dedication and commitment to delivering unparalleled service and quality to my clients. As demand for my services as an executive resume writer and career marketing strategist grew to far exceed the time available, a new model for delivery of my services to you was essential. 100kCareerMarketing.com was born of that need and it provides me with a way to deliver dedicated, personal attention to a *very select number of clients* - no more than 20 clients per year (approximately one person every 2 weeks).



Today, 100kCareerMarketing.com is the ONLY way to work with me one-on-one.

That's right. Because it takes time, collaboration, and intense attention to quality and detail to create truly compelling, powerful, results-generating executive career marketing portfolios, I make certain that I give you – and you exclusively – all of the time and attention you need.

I work with a VERY SELECT base of no more than 20 clients per year. When you hire me you benefit from not only my preeminent experience and expertise but from my exclusive, personal attention focused *only* on you and the creation of your career marketing portfolio. I would be honored to work with you. But my schedule fills up *very* quickly, so if you are ready, please reserve your spot today. Of course, if you have any questions, I will be happy to answer them. Just send a quick email or give my office a call.

I also invite you to book a personal 45-minute consultation with me, to go over your resume and job search concerns one-on-one, discuss the strategies I would use in writing your resume, answer your questions, and benefit from my recommendations. Although I charge for the consultation (\$155), you have nothing to lose! If you book a consultation and then decide to proceed with my services I will give you a full \$300.00 discount on my VIP executive services.

<https://vip-intro-consultation.youcanbook.me/>

I look forward to meeting with you and hope we have the chance to work together.

Sincerely,

- Michelle

Please note that although this document has been carefully edited to preserve the anonymity of my client, this example was created for a real client. The strategies used in the résumé were devised specifically for this client, to address unique aspects of this individual's professional history. While the document is protected by United States Copyright law and copying of any or all of the document is strictly forbidden, doing so would not be in your best interest for other reasons. The best and most effective resumes promote your authentic personal brand and unique value proposition, and the content, design, structure, and formatting strategies are derived from these. It will be my honor to work with you to create YOUR executive career marketing portfolio. Please visit my website at www.100kcareermarketing.com and then book your introductory consultation with me at <https://vip-intro-consultation.youcanbook.me/>