

THERESA ROY

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In a large corporate environment in which decisions often get bogged down in layers of bureaucracy and good ideas wither while waiting for approval to execute, Theresa Roy is a standout. Not one to sit by and wait for things to happen, Theresa *makes* them happen, all the while infusing the teams she leads with an infectious energy and passion that empowers them to think big, set stretch goals, and then pursue those goals with such an intensity and focus that anything but success is unthinkable.

With a BS from MIT followed by an MBA from Harvard, Theresa is well-versed in demonstrated management best practices and is a natural leader who has been repeatedly tapped in the workplace for commercial and operational leadership of key strategic initiatives. What sets Theresa apart is her willingness to push the envelope in terms of what is possible for a business, as well as her courage in defining and forging a new path forward—a path that more often than not leads to breakthrough achievements and propels the business to new heights of success and growth.

Theresa Roy joined Acme in 2002 and immediately excelled in her executive career track. Most recently, Theresa spearheaded the development and growth of the first internal, standalone Acme startup in 30 years, taking what was essentially a blank canvas and turning it into a global \$86 million business with nearly 500 employees and customers in 35 countries worldwide. Of particular note was her pioneering use within a large, corporate environment of the “lean start-up” methodology originally developed for Silicon Valley startups, but which Theresa adapted for her purposes at Acme and then coached her team in executing. Her results were so successful that they were profiled in a Harvard Business Review article titled “Why the Lean Start-Up Changes Everything.”

Earlier accomplishments at Acme were equally impactful and include the turnaround and global growth of a business unit that had been “left for dead” by others, as well as the reinvention of a disparate group of technology products into a single, integrated product that was launched in the market with great success, increasing not just revenue but profit margins as well.

Theresa Roy began her career with Vista Corporation where she conceived and implemented a strategy to convert the Latin American Market region to Vista technology. While completing her MBA she worked as an associate with Master Consulting where she developed recommendations for restructuring marketing and human resources in a U.S. integrated healthcare delivery system.

Theresa’s work has provided her with extensive exposure and experience in emerging markets and she has developed a broad global mindset as a result of working in markets around the world, including North America, Asia, Europe, and Africa.

Theresa Roy presently lives in Charlotte, North Carolina and can be reached at (555) 555-5555 or theresaroy@email.com.



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).



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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, 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.

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

Sincerely,

- Michelle

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