**Owen Alum**

555.555.5555 🞞 owenalum@gmail.com

LinkedIn.com/in/owenalum

**Strategic Marketing & Business Development Professional**

Strategic marketing and business development executive leading sales and marketing teams for expansion and entry into domestic and international markets. International experience includes driving multi-million dollar commercial development projects for global opportunities. Track record of identifying, assessing, and leading new business development projects and programs, and structuring complex transactions and agreements including alliances and acquisitions. Proven leadership, negotiating and influencing skills, and ability to achieve goals through teamwork, collaboration, and relationship management in matrix and entrepreneurial organizations.

* Commercial & Marketing Team Leadership
* Strategic Marketing Plan Development
* Highly Engineered Product & System Sales
* Complex Agreement Structuring & Negotiating
* Developing & Opening Global Markets
* P&L Responsibility

**Professional Experience**

**WONDERFUL COMPANY**, Nashville, TN **2010 to Present**

*Leading manufacturer and retailer of widgets with annual sales of up to $100 million.*

***Vice President, Marketing & Business Development***

Recruited to company and charged with implementing strategic marketing efforts and driving revenue growth from new and existing opportunities as the company emerged from bankruptcy.

* Developed marketing plans and go-to-market strategies for current product lines and new, high growth initiatives.
* Led development of entry and expansion strategies of four product lines, including pursuit of three acquisition targets.
* Established new product development system; created and led steering team committee which streamlined process, reduced time to market, and uncovered and initiated three new strategic opportunities.
* Initiated company-wide strategic marketing reviews, leading to rationalization of target markets and new product development efforts; enhancement of channel and product strategies; and implementation of branding, advertising, and promotional strategy.

**CHEMICAL AND ENGINEERING COMPANY**, Louisville, KY **2002-2010**

*Leading global chemical and engineering company ($2B sales) with operations and customers in 100+ countries.*

***Vice President, Business Development, Chemical Division, 2007-2010***

Led global teams to identify, structure, and negotiate new growth opportunities. Developed high-level international relationships with potential customers and partnered with senior management teams to create strategic plans and options for each country.

* Developed business opportunities with revenues in excess of $100M by leading customer/partner meetings to establish business cases, negotiate agreements, and lead customers/partner meetings for a new high growth product line in the energy sector.
* Collaborated with leadership teams in key global markets to develop and lead entry/expansion strategies, gaining entry/expansion in 5 new markets.
* Established product line leadership by leading strategic expansion initiatives in South America and Asia.

***Assistant Vice President, Business Development, Start-up Projects, 2004-2006***

Promoted to manage several start-up business development projects and a staff of 75. Held full P&L responsibility ($25M sales), including sales, marketing, and operations.

* Led purchase and integration of technology service business, established new team, improved operating profit by 25%, and incorporated technology into base business.
* Member of a steering committee that approved and oversaw over 30 global business development projects, programs, and services.

**Owen Alum Page 2**

**Chemical and Engineering Company Experience** *(continued)*

***Director, Business Development, 2002-2004***

Led the evaluation and due diligence of new business opportunities including the review, valuation, and negotiation of agreements (start-up, partnership, leasing, technology purchase). Provided strategic options and recommendations on acquisitions, divestitures, and new business opportunities.

* Completed four transactions valued at over $20M directly leading to growth of new business segments.
* Led strategic initiative and successfully negotiated project and related IP agreements with Japanese and US partners for the introduction of a high-tech service product line.
* Recognized go-to person who provided critical financial analysis for ventures.

**Education**

MBA, **Vanderbilt University Owen Graduate School of Management**, Nashville, TN

* *Beta Gamma Sigma Honor Society*
* International Residency: China and Hong Kong
* Capstone Project: Developed a business plan and financial model to double EBITDA in 5 years for a local Nashville company

BS, *magna cum laude,* Economics, **University of Kentucky**, Lexington, KY

**Volunteer and Community Activities**

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