

The best CV I've ever seen (page one)

Headhunter Linda Clark looks through hundreds of senior executive CVs each week – some impressive, some mediocre.

Here's one that stands out from the rest.
(MBA BUSINESS, DECEMBER 2003)

A Gives all his contact details (telephone number, mobile, fax, email) and some, but not too much, information about his personal/family commitments.

B Includes a 'profile' section at the beginning of the CV, containing a few sentences about his key skills, experience and background. The gives the reader a 'pen picture' at the outset.

C Emphasises key words with bold, underlining and italic fonts.

VICTOR OWEN

A Address: 36, Willow Tree Road, Stamford, Lincolnshire. PE6 5NB
Contacts: 07960 495837 (mob), 01780 758736 (h), victorowen@ukgateway.net
D O B 14TH June 1958 Married 20 years with 2 children aged 16 and 14

B PROFILE

A dynamic manager who leads and delivers rapid strategic business development. Has successfully transferred blue chip Sales and Marketing experience across companies in B2B and B2C markets, in start-up; turnaround; and growth environments.

- ***Leadership & General Management:*** High-energy leader, motivator and team player who drives demanding change agendas. Delivers results by bringing clear thinking and generating action. Managed and developed teams from 3 to 300, serving customers through channels, direct and by telesales.
- ***Strategy, Sales & Marketing Expertise:*** Creates the strategic vision and balances this against short-term requirements. Created 11 sales and marketing strategies and worked in 7 turn-around and 5 start-up environments in both B2B and B2C.
- ***Sector Experience:*** 8 companies (12 if subsidiaries are included) in 11 different markets as diverse as Insurance, FMCG, and Technology.
Company turnovers of: £1m, £100m and £800m, and assets under management £40bn.
- ***Customer, People & Performance Focus:*** Listens to customer and company needs, then, by working across functions, delivers results that meet or exceed expectations. Highly intuitive people skills enabling the maximisation of individual performance.

CAREER DEVELOPMENT

Trouble-shooting Consultant

2002-Date

*Revenues now exceed £400k from a zero start. Specialises in delivering business results and change by solving problems and implementing solutions fast.
Works with Boards, Teams, and Individuals. Clients include:*

- **Birmingham Midshires**
The Largest UK Friendly Society: 2500 Employees; £1m Members; £6 Billion Under Management.
- **Stalkes Ltd.**
A Leading £1.6bn Food Service Supplier to the Catering Industry in the UK and France.
- **Symbionic Ltd.**
The solutions arm of The Corporate Facilities Group, providing manpower and technology solutions to large companies in the USA and UK.

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D Clearly structured, easy to read and details his most recent work first. CV's should be a maximum of three A4 pages (watch out for page breaks).

E Gives a brief description of the nature of each employer's business. This demonstrates the size and scope of the business and helps us to understand the context of his role. It is essential if the employer's name is not well-known but also useful if your employer is, say, Marks & Spencer.

D

E

BETTER MEDIA GROUP (BMG)

2000 - 2001

A media, communications and technology Group. BMG is a B2B communications Services provider, focussed in its initial stage on providing advice and installation of solutions, using Video Conferencing and Telephony technology.

Chief Executive

- Revenues increased 146%; repeat business rose from 23% to 41%; the client base doubled (30% of new clients acquired from competitors); customer satisfaction 95%.
- Re-focussed Sales and Marketing on Account Management and Consultancy, using industry unique collaterals and training.
- First in Industry to achieve ISO 9001.

WHITE HEALTHCARE CONSULTANCY

1996 - 2000

Joined as an executive director and promoted to the executive board of this £600m division providing health-care and consultancy services to corporate and personal clients. Appointed as Non-Executive Director of the subsidiary Medical and Industrial Services.

Sales Director

Responsible for International Sales and Marketing and UK Sales; £550m income; a budget of £33m; 2 tele-business sites; 7 customer service centres, and 300 staff. Direct report to C.E.O for strategic projects.

Increased revenues by 34% while profitability improved by 51%. Commissions paid to distributors reduced by £4m (over 30%). Successful merger of White Healthcare and Superfit Health delivered an enhanced whole business approach and savings of over 20% of budget. Key leader of the executive board delivering business results and a progressive change process, despite transition from Trust to Plc, then merger with ABC and acquisition by EVE. Led a cross-functional strategic review, which delivered blue-chip Marketing and Sales activity against clarified group objectives. Converted Sales and International Marketing from a single product insurance approach to a multi-product service culture that led corporate change initiatives across the company.

UNILEVER

1981 – 1996

Progression from graduate entry to senior sales leadership roles working within various UK divisions

WALL'S ICE CREAM

1994 – 1996

The £500m brand leading ice cream division.

National Sales Manager

1995 – 1996

- Accountable for 10 Sales Managers and 80 Sales Executives; new business development; specialist channels; sales training and recruitment.

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F Consistent use of grammar/tense.

G Makes references to quantifiable aspects of his role, such as revenues generated (increased), rises in repeat business and savings against budgets.

H Gives clear details of his academic qualifications and the educational bodies in which he studied. Don't assume your employer won't check these.

National Account Controller 1994 – 1995

Responsible for £115m sales in NISA and the Wholesale Sector.

- Delivered growth in declining sectors ahead of company performance, by re-motivating the sector team and gaining full commitment to new approaches.
- A cross-divisional strategic review re-launched the Marketing programme, introducing packaging and display dominance initiatives.

EUROFOODS 1985 – 1994

The European Division responsible for main meal products.

National Sales Manager Frozen Foods 1990 - 1994

Responsible for the Group's first entry into the Frozen Food Main Meal market; handled the top six accounts (Sainsbury, Tesco, Safeway, Asda, Kwiksave and Iceland).

- Secured national distribution ahead of launches from established players.
- Introduced unique Marketing strategies including: discounter pricing; added value packs; and promotional styles and investments. Delivered growth of 45% and a 14% share.
- Built a National Account structure to support the ongoing business.

F

G

Field Sales Manager 1989 – 1990

Accountable for the NISA and Wholesale Sector. (6 Managers and 40 staff).

- Grew sector by 22% vs. company 15% following a strategic review of Trade Marketing.

National Account Manager 1985 – 1987

Responsible for Safeway, Argyll, Lo-Cost, NISA, Waitrose, Hillards, Morrisons, Littlewoods, NAAFI and the Hamper Industry.

- Grew the Hamper Contracts business from £50k to £750k pa and increased distribution: Waitrose 62%; Hillards 46%; Morrisons 42%.

HOME AND PERSONAL CARE DIVISION 1981 – 1985

Progression from graduate entry to Sales Services Manager.

JJB SPORTS LTD 1980 – 1981

General Manager for this Sports Retailer following 5years part time employment with them.

H

QUALIFICATIONS, PERSONAL INTERESTS & ACHIEVEMENTS

- Manchester Business School. MBA. Graduated 1989.
- UMIST. BSc (Hons) Management Sciences, specialising in Marketing, Psychology, and Economics. Graduated 1980.
- University Hall squash and tennis captain and elected Social and then Honorary Secretary.
- Interests: Governor, Malcolm Sargent School. Kiwanis. Golf, music, and family.
- Lancashire U16 Squash title. Captain of school squash team, and member of choir, orchestra, debating team and drama club.