

[FULL NAME]

[City, State] | [Phone] | [Email]

Vice President of Business Development

Driving Business Innovation to Supercharge Revenue Growth

- ✓ **Pacesetter and innovator known for launching strategic initiatives**; revolutionizing stagnant industries; transforming liabilities into company assets; developing profitable and customer-targeted products; and building record-breaking profits.
- ✓ **Proficient in gathering actionable insights into customer needs and market trends.** Career history of guiding C-suite decision-making regarding products; known for maximizing the potential value for end-users and capturing market niches.
- ✓ **Skilled in uniting disparate groups into high-performing teams**; commended for positively impacting company cultures through a dedication to talent development, staff training, performance management, and employee motivation.
- ✓ **Experienced business strategist who discovers untapped opportunities**, leads market segmentation, and launches impactful sales campaigns. Capable of outpacing competitors on a global scale; well-tested in international business expansion.

~ Career Highlights ~

- **Positioned [Building Materials Company] as the most innovative company in Colombia for 2 consecutive years** by leading the R&D, business execution, IP protection strategy, and construction of the largest Calcined Clay plant in the world.
- **Guided the development of the Calcined Clay business unit** while demonstrating the profitability of a product that lowers CO2 emissions by 70-80% compared to traditional cement and reduces costs from resources due to the availability of materials.
- **Catalyzed 16% operational EBITDA growth YoY after developing a business plan** to expand previously compressing margins. Partnered across Supply Chain, Production, Cement Sales, and Operations teams to surpass goals.

CORE COMPETENCIES

Strategic Planning | Product Development | Revenue Growth | New Business Development | Market Analysis | Budget Planning
P&L Management | Competitive Analysis | Executive Leadership | Thought Leadership | Contract Negotiation | Business Analysis
International Business | Financial Analysis | Risk Management | Cost Reduction | Pricing Strategies | Go-To-Market | R&D
Data Analytics | Project Management | Change Management | Strategic Roadmaps | Business Innovation | Team Leadership

PROFESSIONAL EXPERIENCE

[Global Building Materials Company]

2014 to 2024

VP, Growth & New Business Development (2019 to Present)

Developed and articulated clear product visions and strategies in alignment with business objectives. Drove the development of products to secure new revenue opportunities, accelerate business growth, and lead innovation. Led innovation/R&D, marketing, communications, pricing, and P&L management. Oversees a full-time team of 20 and upwards of 40+ employees.

Reported directly to the CEO while delivering adaptations to market trends and evolving circumstances. Championed the creativity, boldness, and strategies required to surpass profitability expectations. Built high-performance teams with strong morale and engagement. Excelled throughout periods of uncertainty through change management, risk mitigation, and executive leadership.

Business Innovation:

- **Achieved 100% conversion from Type I/II cement to Type IL** by articulating the business case and executing internal change management processes. Reduced environmental impacts from manufacturing processes. Improved lifecycle performance and availability, **resulting in operational savings of over \$10M annually.**
- **Led the technology development of Calcined Clay**, a product with rapid production deployment capabilities and superior environmental sustainability compared to traditional cement. Opened the potential for bringing Calcined Clay into US markets.

Executive Leadership:

- **Raised cement prices 13% and concrete prices 14% YoY** after establishing the Commercial Information System and Sales Operations Improvement team; empowered sales with enhanced data analytics, reporting, insights, actionable recommendations, and real-time customer financial data, **leading to optimized pricing strategies that bolstered a \$17M EBITDA gain.**
- **Successfully divested the Carolina and Florida non-strategic concrete operations** while preventing risk to company interests after analyzing market effectiveness; eliminated ineffective annual expenditures, optimizing profitability.

Chief Innovation Officer (2016 to 2019)**Director, New Ventures (2014 to 2016)**

Owned responsibility for corporate-level innovation in support of [the company]'s 3 major regions (US, Colombia, and the Caribbean). Oversaw 12 direct reports and a total team size of 240 employees, developing high-impact strategies across Go-To-Market, new ventures, research & development, alternative resources, disruptive housing technologies, and cement specialty products. Pursued the primary objectives of (1) expanding into adjacencies for the business and (2) driving innovation within existing business units.

Joint Venture:

- **Developed a Calcined Clay and Hydrated Lime Joint Venture (JV) with [a Mexican Industrial Minerals Company].** Supported market research and economic analysis to create a strong business case, successfully acquiring approval from [the company] for all 50% of the required funds.
- **Discovered strategic opportunities to establish sustainable success** throughout business planning phases, leading the product development/management team, overseeing the construction of the plant, and building an effective team to lead the business unit.

Construction Waste Recycling Venture:

- **Spearheaded the business planning and strategy** behind a company that promotes the use of construction and demolition waste, generating a new source of construction materials without further exploitation of ecosystems or environments while saving costs.
- **Oversaw the construction of a modern plant with a capacity of 200 tons per hour** and incorporated technology capable of dividing debris, wood, metals, plastics, and stone materials to be utilized in the manufacturing of concrete, sands, bases, and subbases.
- **Initialized the creation of a business case starting in 2014;** negotiated with partners, commissioned third-party vendors, and guided progress from conception through development and the official launch of business operations.

Thought Leadership:

- **Transformed liabilities into profit opportunities** to sustain a competitive advantage. Identified critical weaknesses stemming from CO2 production during manufacturing, and led R&D to discover the means to mitigate the impact of CO2 on operations.
- **Partnered with internal stakeholders to develop a technology capable of capturing CO2 from smokestacks** by using microorganisms, rendering the CO2 available for utilization as a byproduct for other industries, specifically as aviation fuel.

[International Business Consulting Firm]

2012 to 2014

General Manager – Colombia

Recruited by leadership to establish the Columbian office for an international business consulting firm based out of the Caribbean. Owned responsibility for client acquisition, engagement design, office management, and hiring consultants. Balanced responsibilities between sales, customer engagement, project requirements gathering, and project management. Led continuous process improvement. Built relationships with prospective accounts, driving the acquisition process through contract negotiations and toward closing.

Key Accomplishments

- **Executed over 10 large-scale projects**, empowering customers with radical enhancements to strategy, innovation, and operations.
- **Generated 50+ in-depth customer engagements within 9 months**, enshrining the firm as a major player in the local market.
- **Established the legal and tax structure for the company market** in alignment with regulatory law in Columbia.
- **Delivered impactful growth strategies**, accurate company valuations, creative business plans, and organizational restructuring.

EDUCATION

Master of Science (MSc) in Technology & Innovation – eBusiness Specialization | University
Bachelor of Science (BSc) in Mechanical Engineering – Major in Industrial Automation | University

Singularity University Executive Program | Silicon Valley, CA
Global Management & Strategic Execution Program | Business School
Advanced Supply Chain Management | University
Carbon Management Diploma | Training University

LANGUAGES

Bilingual in English & Spanish
Intermediate Proficiency in German