

BENJAMIN SMITH

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EXECUTIVE MANAGEMENT PROFILE

Core Strengths

Strategic Planning & Direction
New Market Development
Global Business Expansion
Business Turnaround & Restructure
Operational Improvement
Team Building & Mentoring
Cash Flow & Cost Management
Million-Dollar Contract Negotiations
Global Mergers & Acquisitions
Investment Management
Cross-Functional Team Leadership
Joint Ventures & Partnerships
Profit & Loss Management
Management Advisement

Key Leadership Value Offered

QUALIFIED FOR GROWTH, TURNAROUND & REPOSITION INITIATIVES

Business Acumen: Strategic advisor to international CEOs and senior management teams seeking to master new business situations and overcome operational challenges.

Turnaround / Change Management: History of turning around companies, revitalizing business performance and centralizing global operations—repeatedly gained double-digit revenue and profit growth.

Business Partnerships: Skilled with forging strategic alliances, business partnerships, and joint ventures that help companies reach aggressive sales, revenue and market objectives.

Diverse Industry Insight: Deep understanding of diverse industry trends and profit-building business opportunities that sustain business growth and retain competitive advantage.

Global Business Perspective: Worked and travelled extensively through Middle East, Northern Africa, Europe, and Central Asia. Fluent in Swedish, English, French and German.

Operational Turnarounds | Margin Improvements | Cash Flow Growth

GENERAL MANAGER at *Rolls Royce Franchise – Jeddah, KSA*

2014 – present

Scope: Retained to spearhead turnaround, operational improvement and business revitalization initiatives and position company to reach \$400M in revenues within 4 years. Revenues: \$150M+

- + **STRATEGIC PLANNING:** Entrusted by owner to formulate series of new strategic business programs to dramatically impact sales performance, customer satisfaction, and new product/service offerings.
- + **REVENUE ENHANCEMENT STRATEGIES:** Pinpointed untapped business opportunities for optimal revenues growth within 6 to 9-month timeline; actively pursuing following projects:
 - Developing new commercial vehicle assembly plant for Luxury Car Group brand trucks and widening current distribution structure to reach larger market base.
 - Launching financial and service related products including leasing to new and existing customers.
- + **BUSINESS REENGINEERING:** Streamlined organizational infrastructure to capitalize on employee, operational and financial competencies.
- + **OPERATIONAL IMPROVEMENT:** Introduced process-driven, operational culture with strong focus on customer service management.