

ALLEN ROBERTS

1001 Third Street • New York, New York 10008 • alroberts@myisp.com • (212) 555-8256

EXECUTIVE MANAGEMENT

Strategic Planning • Product Marketing & Management • Global Operations

Accomplished Executive with domestic and international experience in operations, P&L oversight, multichannel product distribution, and marketing involving both start-up and growth organizations. Results-oriented, decisive leader with proven success in new market identification and strategic positioning for multimillion-dollar telecommunications and computer organizations. Track record of increasing sales and growing bottom line while spearheading operational improvements to drive productivity and reduce costs. Excel in dynamic, demanding environments while remaining pragmatic and focused.

CORE COMPETENCIES

- ♦ Visionary Leadership
 - ♦ Key Partnership Development
 - ♦ Organizational Restructuring
 - ♦ Global Strategic Alliances
 - ♦ Tactical Market Planning
 - ♦ Risk Management
 - ♦ High-stake Negotiations
 - ♦ Budget / Sales Forecasting
 - ♦ Public and Media Relations
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PROFESSIONAL EXPERIENCE

INT COMMUNICATIONS CORPORATION, New York, New York

President and CEO, 12/2004–Present

Provide executive leadership for \$40 million communications infrastructure service provider with eight district offices and net field profit of \$3.8 million.

Lead operations and strategic direction with full responsibility for bottom-line factors, including long-range planning, global product management, and software development processes. Provide cross-functional management; direct three Vice Presidents, COO, CFO, and eight District Managers; and general oversight of 500 employees. Direct all operations for installation and service provision for infrastructure systems: LAN, WAN, fiber optics, voice and data networks. Redefine organizational structure; oversee major pricing decisions and perform monthly financial evaluation of company results.

Key Achievements:

- Created a more responsive and market-driven organization resulting in increased sales from \$22 million to \$40 million in five years.
- Substantially improved productivity while reducing staffing and operational costs by 28%.
- Opened new marketing channels and established strategic alliances in Asia and Europe.
- Developed and introduced successful new products for international markets.
- Returned company to high profitability through strategic and efficient restructuring.

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DRIVE TECHNOLOGIES, INC., New York, New York

Vice President, Marketing, 9/1999–12/2004

Ensured on-target delivery of all marketing initiatives for \$25 million hard drive manufacturer serving global markets.

Directed regional and international marketing organization, including national managers, regional managers, and product managers. Spearheaded vision, strategy, and execution of global business operations. Oversaw staffing, strategic directives, and training of national marketing teams. Developed and implemented strategic marketing plans, established marketing and sales objectives, and prepared company-wide sales forecasts. Directed international project teams through due-diligence, prioritization and development. Participated in research and development of new disk-drive technology. Established Performance Drive Europe and Asia operations. Reported to CEO.

Key Achievements:

- Conceived innovative sales strategy that increased annual company revenue by 36%.
- Captured extraordinary market share and revenue results leading directly to joint ventures.
- Effectively led international project teams to proven results across multiple lines of business, geographic borders, time zones, and cultures.

LOUIS INSTRUMENTS, INC., New York, New York

Product Manager, 1/1995–9/1999

Directed product and regional/international marketing operations for \$13 million keyboard and peripheral manufacturer.

Participated in development of new keyboard technology. Recruited, trained, mentored, and developed new management team. Negotiated major OEM contracts.

Key Achievements:

- Increased revenue from zero to \$13 million in five years by expanding market share and establishing alliance initiatives.
- Successfully identified and resolved manufacturing issues, resulting in 12% cost reduction.
- Earned Top-Performance Achievement Award as result of outstanding contributions.

EDUCATION AND CREDENTIALS

Master of Business Administration (MBA) • BOSTON UNIVERSITY, Boston, Massachusetts

Bachelor of Science, Electrical Engineering (BSEE) • NEW YORK UNIVERSITY, New York, New York

Professional Associations:

INSTITUTE FOR GLOBAL COMMUNICATIONS (2000–Present)

ASIAN AMERICAN MANUFACTURING ASSOCIATION, AAMA (1995–Present)