

Christopher Vasquez

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AREAS OF EXPERTISE

- Product Management
- Sales Execution
- Strategic Planning
- New Product Development
- Engineering Management
- New Market Development
- Team Leadership
- Marketing
- Product Ideation

PROFESSIONAL EXPERIENCE

Building Start Corporation, Charlotte, NC 20XX–20XX
Strategic Business Unit Director

- Accountable for driving profitable growth in \$34M Home Strategic Business Unit (SBU)
- Managed and achieved performance objectives for revenue, profit growth, and product quality standards
- Directed 11 professionals including mechanical and electrical engineers, market manager, and supply chain
- Combined three acquired companies into a single entity
- Revenue increase of 36%, from \$25M to \$34M in three years

Jones and Smith, Phoenix, AZ 20XX–20XX
Marketing Director

- Directed all marketing and product development opportunities for a \$75M disposable paper products line targeted to the health care market
- Led a cross-functional team achieving a gross margin increase of \$600K, with no additional capital investment
- Worked with a third-party resource to establish first ever market measurement database

Big Orange Foods, New Orleans, LA 20XX–20XX
Assistant Director of Sales and Marketing

- Directed all sales and marketing activities for the start-up fresh produce consumer brand
- Co-managed the sales team calling on the top 100 U.S. wholesalers and retailers
- Directed an accrual-based marketing budget of \$250K. Executed brand packaging, sales collateral, point-of-sales merchandising aids and coupon programs

EDUCATION

St. Andrews University, Laurinburg, NC
MBA, August 2018

The University of Southern North Carolina
Bachelor of Business Administration with a concentration in Marketing
GPA: 3.6, May 2015

TECHNICAL SKILLS & TRAINING

Microsoft Office, SAS, Adobe Premier, Acrobat Pro, and Photoshop, formal training in HTML Dale Carnegie Sales Training

PROFESSIONAL HONORS AND ACCOMPLISHMENTS

- Selected into the 40 under 40 in Charlotte in 2019
- Received the Marketing Excellence Award from the American Marketing Association, 2018
- Inducted into the University of South North Carolina's Alumni Hall, 2018