THE RESOURCE PLANNING GROUP
2201 Palmer Ave., New Rochelle, NY 10801
914 637 0224

The Resource Planning Group Presents…

Personal Branding

Today's marketplace is fiercely competitive. The successful job candidate stands out by delivering a branding presentation to potential employers that contains the **WOW!!!** factor and compellingly portrays the **value** of your candidacy.

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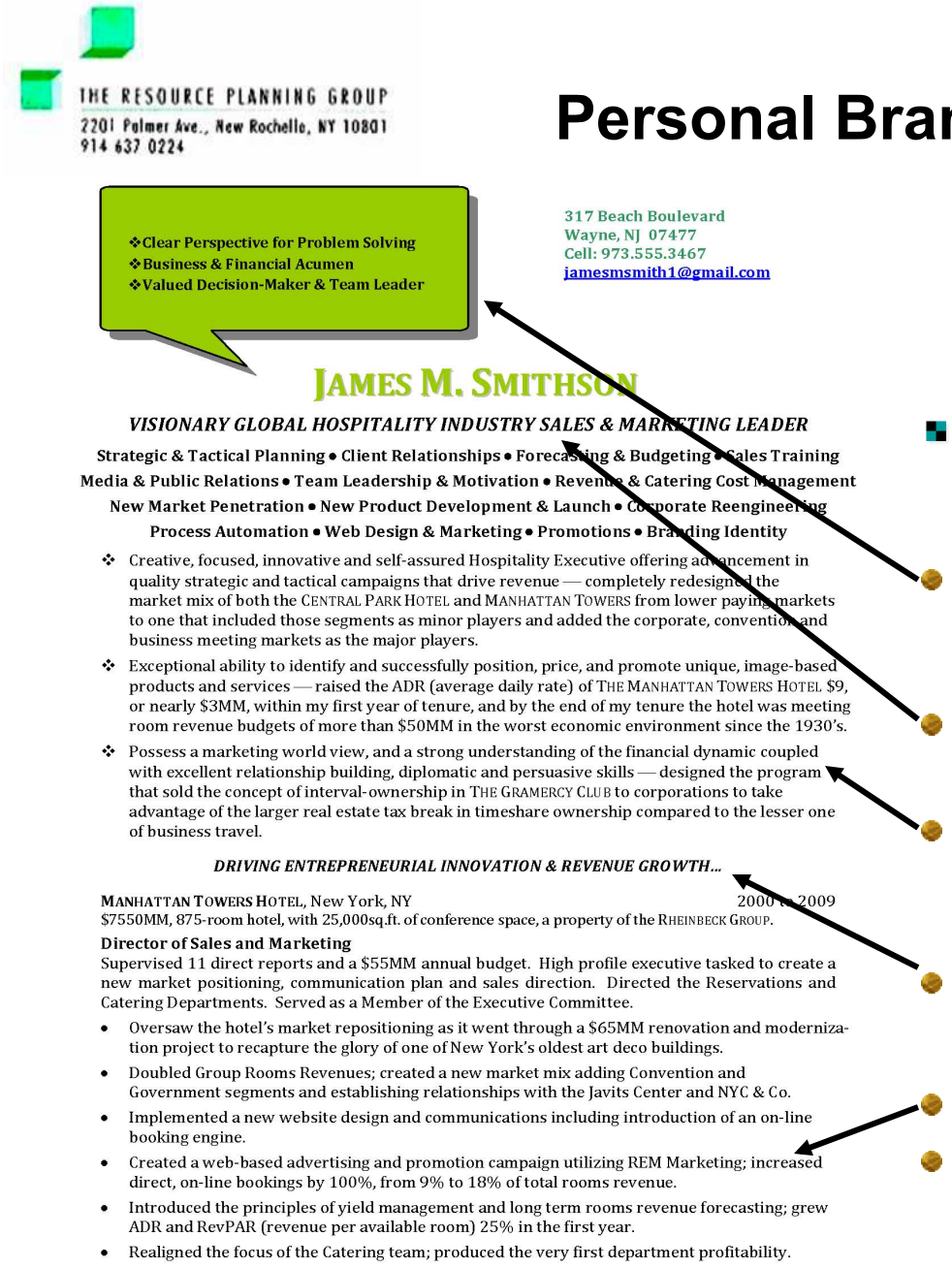
Why Personal Branding?

Welcome to the new world of résumés with a focus on Personal Branding / Marketing

1. Today's highly competitive marketplace requires understanding how to present your value in a recognizable and attractive format that distinguishes you from the competition. How you market yourself to others!
2. You are your most valuable commodity – The Product – and your success depends on how you position your brand and the presentation of your accompanying marketing materials.
3. Your presentation package defines the values, personal and business, that make you stand out, and branding is what sets you apart by visually and verbally showcasing your strengths.
4. Personal Branding = Impression Management.

Personal Branding Presentation



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❖Clear Perspective for Problem Solving
❖Business & Financial Acumen
❖Valued Decision-Maker & Team Leader

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JAMES M. SMITHSON

VISIONARY GLOBAL HOSPITALITY INDUSTRY SALES & MARKETING LEADER

Strategic & Tactical Planning • Client Relationships • Forecasting & Budgeting • Sales Training
Media & Public Relations • Team Leadership & Motivation • Revenue & Catering Cost Management
New Market Penetration • New Product Development & Launch • Corporate Reengineering
Process Automation • Web Design & Marketing • Promotions • Branding Identity

- Creative, focused, innovative and self-assured Hospitality Executive offering advancement in quality strategic and tactical campaigns that drive revenue — completely redesigned the market mix of both the CENTRAL PARK HOTEL and MANHATTAN TOWERS from lower paying markets to one that included those segments as minor players and added the corporate, convention and business meeting markets as the major players.
- Exceptional ability to identify and successfully position, price, and promote unique, image-based products and services — raised the ADR (average daily rate) of THE MANHATTAN TOWERS HOTEL $9, or nearly $3MM, within my first year of tenure, and by the end of my tenure the hotel was meeting room revenue budgets of more than $50MM in the worst economic environment since the 1930's.
- Possess a marketing world view, and a strong understanding of the financial dynamic coupled with excellent relationship building, diplomatic and persuasive skills — designed the program that sold the concept of interval-ownership in THE GRAMERCY CLUB to corporations to take advantage of the larger real estate tax break in timeshare ownership compared to the lesser one of business travel.

DRIVING ENTREPRENEURIAL INNOVATION & REVENUE GROWTH…

MANHATTAN TOWERS HOTEL, New York, NY 2000 to 2009
$7550MM, 875-room hotel, with 25,000sq.ft. of conference space, a property of the RHEINBECK GROUP.

Director of Sales and Marketing
Supervised 11 direct reports and a $55MM annual budget. High profile executive tasked to create a new market positioning, communication plan and sales direction. Directed the Reservations and Catering Departments. Served as a Member of the Executive Committee.

- Oversaw the hotel's market repositioning as it went through a $65MM renovation and modernization project to recapture the glory of one of New York's oldest art deco buildings.
- Doubled Group Rooms Revenues; created a new market mix adding Convention and Government segments and establishing relationships with the Javits Center and NYC & Co.
- Implemented a new website design and communications including introduction of an on-line booking engine.
- Created a web-based advertising and promotion campaign utilizing REM Marketing; increased direct, on-line bookings by 100%, from 9% to 18% of total rooms revenue.
- Introduced the principles of yield management and long term rooms revenue forecasting; grew ADR and RevPAR (revenue per available room) 25% in the first year.
- Realigned the focus of the Catering team; produced the very first department profitability.

Highlights of the Personal Branding Presentation

- **Focus is on your value proposition and how you bring it to the marketplace – a personal ad campaign**
- **Flash Picture of Value-added Strengths & Skills – graphics make your presentation more dimensional and help it to standout from the rest**
- **Highly descriptive Tagline – answers the question: "What can you do for me?"**
- **More personal and pointed emphasis on your strengths and skills in your value statements, including use of first person**
- **Using every word to 'sell' you in place of the traditional headers**
- **Accomplishment-based bullets with metrics**
- **3rd page "Personal Perspectives" — business-oriented, but personal, allowing a prospective employer - or recruiter - to get insight into your management/business style. [Not shown here]**

Albert Frank ... DRIVING SUSTAINED PROFITABILITY THROUGH OPERATIONAL EXCELLENCE

28 Sylvan Lane • New Hope, PA 18938 • Home: 215-333-4455 • Cell: 267-444-2233 • alfrank@gmail.com

Accomplished general marketing, sales and management leader experienced in consumer products, marketing to retail, foodservice and OEM sectors. **Innovative business and relationship visionary**, recognized for hands-on personnel / people skills through creating a cooperative atmosphere and developing strong management talent eager and proud to work in a team environment. **A master of reducing complex issues** to manageable and simple solutions.

Motivated to Accomplish • Laser-focused • Thought Leadership • Team Builder & Mentor

Building Organizations that Drive Sustained Sales & Operational Performance

Turnarounds in the face of economic downturn — Valued member of a four-person team that led a struggling company out of bankruptcy to profitability and above average industry growth, while opening up a new business segment. Grew income and cash flow through 2008-2012, and saved 1,500 jobs in Eastern Pennsylvania.

Sales & Marketing Leadership — Reorganized and significantly increased margins and profitability of each business unit; grew business 50% in eight years, generated a record 25% sales contribution from new ALLDAYS foodservice products in 2000, and improved the company's image and reputation for product innovation.

Visionary business acumen — Championed a strategic change for ALLDAYS to manufacture and market high end bottles to the Spirit industry in 2008; to date this channel represents 20% of the B2B sales, is the highest margin category and set for significant growth well into the future.

Core Competencies that Power Productivity

- P&L
- Turnarounds
- Operations Management
- Acquisition Integration
- Due Diligence
- Risk Management
- Strategic Partnerships
- Strategic Analysis & Planning
- Organizational Reengineering
- M&A
- Finance
- Sales & Marketing
- Relationship Management
- B2B

Optimizing People, Processes & Systems to Improve Performance

ALLDAYS, INC., Lancaster, PA 2004 – Present

One of the world's leading designers and sellers of tabletop and food preparation products.

Senior Vice President, North America, 2014 – Present

Appointed to lead ALLDAYS brands for sales and marketing. Direct marketing, including direct to consumer, and all consumer, B2B and foodservice marketing and sales. Oversee brand positioning.

- Implemented a two-tier consumer branding strategy to drive growth in multiple channels; exceeded first year sales expectations by 30%.

Senior Vice President, Sales-North America, 2011- 2014

Oversee North American sales for Consumer, B2B, and Foodservice markets. Assumed leadership of the ALLDAYS Foodservice business in March 2013.

- Implemented a two-tier branding strategy to drive growth in multiple channels; exceeded first year sales expectations by 30%.
- Halted negative Foodservice growth; increased revenues 3% in the second half of 2013.
- Piloted a turnaround strategy to prevent further market share decline and rebuild key customer relationships; reorganized the sales organization to achieve accountability and increased revenue/sales person – boosted RPS more than 30%,

Vice President, Sales & Marketing, AllDays & PowerPot Ltd., 2004 - 2011
Played a major role in spearheading the due diligence and strategy of the POWERPOT acquisition. Assumed leadership of both ALLDAYS and POWERPOT brands.

- Major team member in integrating Indiana Glass into the ALLDAYS operation; played a significant role in spinning off part of the business to a key customer; generated a $20MM cash injection, a long-term supply agreement and an instant payback on the acquisition.
- Implemented and developed Global Alliance Partners to expand assortment and distribution; currently lead the market in distribution and produce $20MM in annual sales.
- Recruited and developed new business leaders for Canada, B2B, Foodservice, Retail and International; generated double-digit growth vs. 4% annualized.

MERCER CORPORATION, High Ridge, OH 2002 – 2004
Leading supplier of cookware and table quality in North America.

Vice President, Sales
Reorganized the sales organization to achieve significant growth at Mass, Specialty and Grocery outlets.

- Increased exposure, listings and Sales at key accounts; Wal-Mart, Sam's, Linens 'n Things and Target; recruited and developed a new sales management team and boosted revenue 25%.
- Created a separate, focused organization for kids and infant licensed products; added $2MM in sales.
- Developed a marketing-driven company, focusing on sell through versus selling product; completely revised pricing and grew sales $6MM at the same margins.
- Initiated a customer-focused organization, from product development, to strategic promotions, to establishing and achieving superior service goals; began measuring service levels to hone customer focus, tracked results and achieved an immediate 10% revenue enhancement.

ALLDAYS COMPANY, Waterloo, ON / Lancaster, PA 1989 – 2002
Leading marketer and manufacturer of a comprehensive line of glass products including beverageware, candle containers, servingware, ovenware, storageware, lighting components and other glass products.

Vice President Sales, Global Retail & Vice President General Manager, CANADA, 2001 - 2002

- Spearheaded reorganization of both domestic and international sales organization, halted negative sales trends and improved customer service.
- Secured 2001 Vendor of the Year at Target.
- Developed and placed new promotions to drive $3MM growth in a difficult economic environment.
- Increased listing assortments and volume with Wal-Mart, Target and Kmart for $5MM in added revenues.

Vice President, Sales & Foodservice, 1997 - 2001
Developed and implemented a sales and marketing plan to drive long-term sales and market share growth.

- Reversed a downward sales trend in a consolidating and highly competitive market environment with sales finishing ahead of target by 6% in 2000 and 10% in 2001.
- Spearheaded an international marketing alliance with a key European manufacturer, Rocco Bormioli, expanding ALLDAYS' product offering and channels of trade, adding $3MM in sales.

Vice President & General Manager, CANADA, 1997 - 2001

- Implemented strategic change in sales focus to offset 20% loss in sales (sale of ALLDAYS PLASTICS in 1998); replaced the complete sales loss within a 12-month period, and gained a #1 share in bakeware - an ALLDAYS first versus GLASSTEX in North America.

Vice President & General Manager, AllDays Canada, 1993 - 1996
Accomplished double-digit sales growth annually and consistently exceeded income and ROA of domestic divisions- ALLDAYS GLASS, ALLDAYS PLASTICS and ALLDAYS SPECIALTY. Recruited and developed a new sales and marketing management team.

- Won Kmart's Vendor of the Year (1993) and Zellers (1994).
- Improved customer service to 98/98 (on time % / line fill %) Newell levels from low 90 averages; reorganized and improved administrative and distribution functions.

Sales & Marketing Manager - Canada, 1991 - 1992
Managed marketing staff and sales agents across the country.

- Grew Cassidy's Foodservice business from less than $100,000 to $1.5 million in two years.
- Developed new products and promotions for the Canadian marketplace; produced 30% of total sales.

Controller & Specialty Sales Manager – Canada, 1989 – 1990
Managed full P&L, asset and budgeting functions. Grew sales by double digits in 18 months.

PRIOR POSITIONS OF PROGRESSIVE RESPONSIBILITY:

Controller, **HOME IMPROVEMENT CANADA**, Weston, ON, 1987 – 1989
Controller, **MORTON MARSH – CANADA**, Scarborough, ON, 1985 – 1987
Staff Auditor, **ERNST & WHINNEY – CANADA**, (Promoted twice in three years),1982 – 1985

Education

Bachelor of Business Management, Finance & Marketing, University of Waterloo, Waterloo, ON 1984
Certified Management Accountant, PROVINCE OF ONTARIO 1986

Professional/Community Service

Workplace Equity for All (WEA), Founding member and current board member
Evergreen Foundation, Board member, raising college scholarships for local high school students

Personal Perspectives…

Which do you think is more important in driving sales teams, strategy or people?

Both are important, but the best strategy will not be effective without the right people. You can succeed with a strong team and a mediocre strategy but you will never succeed with mediocre people no matter how great a strategy is in place. Having the right players on a team who understand the strategy and are committed to the goals will always win, and they'll deliver superior performance, whereas a group of talented individuals who are not committed to the strategy and the team will, in most cases, lose the game even though they may achieve individual successes.

How would you describe your leadership style?

I see myself partially as a coach. I provide the team with the strategy, goals, tools and necessary support to be successful and empower people to take calculated risks while ensuring that I will support their decisions. I roll up my sleeves when requested or necessary, but, if not, I stay out of their way. I provide guidance and direction to ensure that the team makes the best decision with the information available. Lead from the front during tough times and lead from behind during good times.

How do you get the best out of people?

Mine is a very simple approach. I provide the tools, knowledge, authority, clear direction, encouragement and, most importantly, trust that I will do whatever it takes for them to achieve extraordinary results. It is critical that they are 100% certain that they will receive praise and recognition in public settings and with upper management, coupled with also knowing that any issues or concerns will always be kept confidential and dealt with in private. If I have their back they will always have mine.