

# STEVEN GREEN MBA

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Exceptional Sales Success Expanding New Territories  
Account growth of 400% • Boosted revenues to \$180M in 3 years

>>> FIVE TIMES PRESIDENT CLUB WINNER <<<

**Accomplished Sales Director** with a successful track record in strategically leading regional teams in IT software and enterprise solution sales across multiple geographical territories. Exceptional partnership builder, utilizing value-based approach to grow diversified client portfolios by offering differentiated IT solutions. Innovative leader able to build high performing teams that exceed business targets year-on-year. Strategic planner with expertise in P&L, risk analysis and stakeholder engagement.

**KEY SPECIALTIES:** Strategic Accounts, Enterprise Solutions, Regional Sales Strategies, Territory Expansion & Management, Recruitment, Performance Management, Selling to the Line of Business

## PROFESSIONAL EXPERIENCE

COMPANY ABC | Chicago, Illinois

Apr 2012-Present

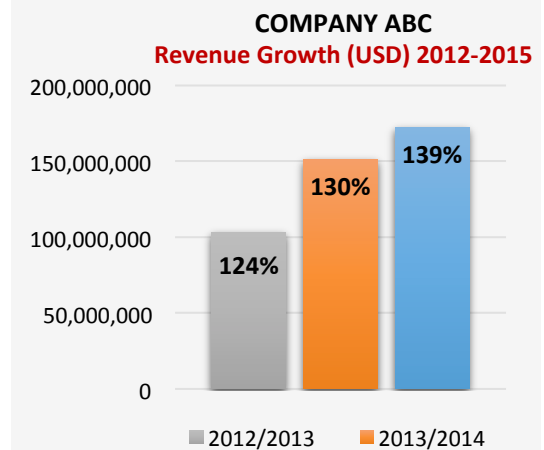
### Director of Sales

*ABC is one of the fastest growing consulting system integrators in the country specializing in enterprise service management and cloud infrastructure solutions.*

During a 3-year period, have spearheaded the establishment of two new geographies in Iowa and North Carolina and overseen the strategic management and growth of an account portfolio currently worth \$180M.

- Lead a regional team of 8 direct reports with indirect management responsibility for multiple Engineers, Partnership Managers and Marketing Specialists.
- Drive partnership development at CTO / CIO level with clients such as EMC, Microsoft and Amazon, utilizing a value-based approach that differentiates through cutting edge technologies and cloud based technologies.
- Provide trusted advice to clients, consulting on strategy, roadmaps and design that aligns with the vision and goals of each company.
- Strategically review regional sales activity weekly, providing 1:1 support and advice to team members to maximum exposure from sales and marketing campaigns. Includes setting demand generation on events, programs and new solution offerings.

SUCCESSFULLY INCREASED REVENUE BY  
\$70 MILLION IN UNDER 3 YEARS



## KEY ACHIEVEMENTS

- Successfully grew business across two new geographies, achieving \$16M of sales in Iowa in 2.5 years and \$21M of sales in North Carolina in just over 1 year.
- Managed high performing sales team that opened 62 new accounts in the last 2 years.
- Accelerated the growth of strategic consulting practices by over 400% in the last 3 years, building on existing customer relationships to drive different regional strategies (e.g. healthcare in Iowa and private enterprise in North Carolina).
- Strategically grew an account portfolio by 60% in under 3 years to \$180M net worth.

**COMPANY BCD** | Chicago, Illinois

Apr 2011-Apr 2012

*BCD specializes in developing and marketing computer hardware systems and enterprise software products. It has over 400K customers across 145 different countries.*

**Senior Sales Manager, Central US, & National Director of Sales Healthcare & Higher Education**

Appointed initially to oversee sales across Central US but subsequently asked to assume acting Director role with responsibility for leading all of healthcare and higher education for whole period of tenure. Key objective to manage complex sales and develop national territory. Involved extensive monthly travel.

- Reported to the Vice President of Storage whilst managing \$80M revenue quota in data storage and archive software.
- Led a regional team of 11 Account Executives and 11 Storage Consultant Engineers with full responsibility for all hiring, firing and P&L.
- Implemented weekly forecasting, quarterly rollups and processes for tracking and reporting pipeline performance metrics.
- Developed strategic business plan and quota attainment strategy across a vast region, implementing powerful sales tools and programs that drove up profits.

**KEY ACHIEVEMENTS**

- Developed long-term relationships with multiple business partners, collaborating with clients such as Epic, Phillips and General Electric to create strategic alliances that integrated xxx solutions into their service offerings to support year-on-year growth.
- Boosted revenue by 31% in just 1 year, growing territory headcount by 100%.
- Demonstrated exceptional leadership to manage a geographically dispersed team for multiple sectors whilst travelling widely across the US to form business partnerships.

**COMPANY DEF** | Lisle & Chicago, Illinois

Jun 2007-Mar 2011

*DEF is a leading developer and marketer of proprietary enterprise software, services and solutions to the hospitality sector. It employs over 1200 staff in North America, Europe and Asia.*

**Various Roles to Director of Sales**

*Director of Sales (04/2010 - 04/2011) | Regional Sales Manager (06/2009 - 04/2010) | Account Executive, Enterprise Accounts (05/2007 to 06/2009)*

Achieved series of promotions to Director of Sales role within a 3 year period. As Director, responsible for multiple Sales Representatives and System Architects across a 9-state territory.

- Led the 2nd largest account in the company (General Electric) and significantly grew enterprise accounts whilst expanding and diversifying the sales team.
- Managed team through a difficult acquisition, only losing one member of staff during a period of instability and organizational change.

**KEY ACHIEVEMENTS**

- Pioneered multiple cloud and managed services growth strategies, building C-level relationships and new, sustainable partnerships with clients that included Brocade, NetApp, VMware and HP, EMC, Hitachi and Oracle.
- Led team to achieve 115% year-on-year, including delivering \$40M sales targets with 16% margin.

**EARLIER CAREER**

2004 to 2007	xxxxxxx, Account Executive (Enterprise Accounts)
1999 to 2004	xxxxxxx, Various roles to West Coast Regional Storage Sales Specialist
1998 to 1999	xxxxxxx, Reports Manager

**EDUCATION**

**Master in Business Administration (MBA)**, Kellogg School of Management (2011)  
NORTHWESTERN UNIVERSITY, EVANSTON, ILLINOIS

**Bachelor of Science in Speech Communication** - Advertising & Marketing Minor (1999)  
SOUTHERN ILLINOIS UNIVERSITY, CARBONDALE, ILLINOIS

## AUTOMOTIVE C-LEVEL FINANCE EXECUTIVE

### BROAD MIDDLE EAST EXPERTISE ♦ 15+ YEARS CHARTERED ACCOUNTANT

- C-Level Executive / Chief Financial Officer with over 15 years of progressive business experience gained working primarily for “big 4” accounting firms in the Middle East.
- Operational strategist playing instrumental role in restructuring the BBG Group, eliminating the share and property trading arms of the business as well as reorganizing the balance sheet in response to the economic downturn in 2008.
- Managed high profile, technically complex client relationships with companies that include the Saudi Arabian Oil Company, the Saudi Arabian Mining Company, Samba Bank, NCCI, Islamic Development Bank and Kingdom Holding.

### KEY AREAS OF EXPERTISE

Strategic Planning	Board Level Engagement	Project Management
Strategic Operations	Accounting & Assurance P&L	Restructurings
ERP Implementations	Audit Design & Execution	Spare Parts Management
Budget Management	Risk Management	Leading Offshore Teams

### CAREER HIGHLIGHTS

- **Managed development of the operational automotive infrastructure** from conception for UMSC’s new heavy truck division, creating and executing strategic roadmap that leveraged international partnership expertise and cost effective technology to significantly increase market share and profitability.
- **Responsible for supervising a USD multi-million dollar project** including construction of a flagship service center, central spare parts warehouse and head office.
- **Demonstrated deep financial expertise with multiple ‘Big 4’ accounting roles** that oversaw advisory, technical accounting and assurance services within Saudi Arabia, Dubai and Canada.

### PROFESSIONAL EXPERIENCE

**ABC SOLUTIONS COMPANY - Jeddah, Saudi Arabia** **2012-Present**

#### Deputy CEO Operations / CFO

*ABC is a subsidiary of the ABC Group providing the Saudi Arabian market with a carefully selected range of world-class industrial construction equipment brands supported by outstanding after sales service.*

Reporting directly to the board of directors, tasked with developing the operational automotive infrastructure and leading the group’s introduction of a new Chinese brand of heavy trucks.

- Developed in-depth understanding related to a heavy truck dealership launch in order to oversee facility construction, spare parts inventory management, electronic spare parts catalogue development, warehouse design and management of large 4S service center operations.
- Devised and implemented processes and internal controls to facilitate the consumption of unsystematic information from OEM (original equipment manufacturer) for ERP modules, creating structured and accurate data streams that enabled creation of servicing and spare part manuals for customers.
- Conducted extensive global research to source and select specialist service providers, forming partnerships with international vendors in Australia, New Zealand and India that were critical to successful 4S facility construction.

#### Achievements

- Established a new branch in Chennai, India to facilitate the procurement of cost effective consulting service, successfully implementing ERP to achieve OTIF in excess of 98%.
- Managed master data creation for ERP implementation, resulting in the development of mandatory and periodic maintenance service schedules for 13 models of heavy trucks, creation of data for repair service, employee and bay skills master data.

- Ensured legal compliance by coordinating the review of customer documents with external law office terms and conditions and obtaining legal opinions clarifying application of Saudi MOC requirements and company structure.

#### BCD GROUP FZCO - Dubai, United Arab Emirates

2012-2013

##### Chief Financial Officer

*BCD Group FZCO is a subsidiary of the BCD Group with one of the largest stock of tires in the UAE and a leading exporter to Africa and the Middle East; this role was overlapping with role at ABC for one year.*

Oversaw business restructuring and balance sheet reorganization, engaging leading international law firm whilst implementing business strategies to focus solely on core business and minimize real estate and share trading losses. Performed strategic financial role focused on strengthening internal controls, improving the closing process through the creation of subsidiary reporting packages.

##### Achievements

- Accomplished zero adjustment results in audits and quarterly reviews and reduced the year-end close from 30 to 20 days by restructuring finance function.
- Drove quarters to be issued within 15 days and achieved 100% resolution of outstanding audit, legal and compliance issues.

#### ACCOUNTING FIRM ABC - Jeddah, Saudi Arabia

2008-2011

##### Director, Capital Markets and Accounting Advisory Services (2010-2011)

Demonstrated financial leadership and led teams assisting clients in the planning and execution of capital market transactions including IPO readiness, listing requirements, prospectus preparation and reporting obligations. Simultaneously maintained role as IFRS Technical leader.

##### Director, Saudi Arabian IFRS Technical Leader (2008 - 2011)

Supervised reviews of IFRS financial statements, ensuring compliance with recognition, measurement, presentation and disclosure requirements, credited with substantial increase in overall IFRS compliance across Saudi Arabia.

##### Achievements

- Developed project and workflow plans, created budgets, scheduled work reviews and managed final deliverables.
- Delivered technical accounting advisory services, including purchase price allocation, goodwill impairment reviews and accounting conversion services.

#### ACCOUNTING FIRM BCD - Dubai - United Arab Emirates

2007-2008

##### Executive Manager

Led professional teams in determining audit strategies and addressing clients' risks. Advised clients on ways of improving internal control structures and supported wider audit teams.

#### ACCOUNTING FIRM DEF - Saudi Arabia/Canada

1998-2007

##### Various Roles to Senior Manager

Lead Senior Manager for several high profile client relationships covering multiple industry sectors that involved group reporting, operational and internal control system reviews and complex consolidations for clients that included the Saudi Arabian Oil Company, the Saudi Arabian Mining Company, National Company for Cooperative Insurance and Islamic Development Bank.

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#### EDUCATION AND PROFESSIONAL ASSOCIATIONS

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##### Chartered Professional Accountant (2001)

INSTITUTE OF CHARTERED PROFESSIONAL ACCOUNTANTS OF ONTARIO, Canada  
Formerly, the "Institute of Chartered Accountants of Ontario"

##### Bachelor of Commerce - Double Major: Accounting & Economics (1998)

UNIVERSITY OF TORONTO (Trinity College), Ontario, Canada - Honors: Graduated with distinction

# STEVEN GREEN

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BELGIUM & EUROPE

## IT PROGRAMME MANAGER | INFRASTRUCTURE ARCHITECT

- ✓ **ITILv3, PRINCE 2 certified IT Programme Manager** with strong IT infrastructure and application development background gained delivering multiple interim, large-scale technology projects
- ✓ **End-to-end project management and technical leadership** of dedicated and shared operational teams, steering multi-million Euro programmes from concept through to solution implementation across complex organisational structures

### KEY AREAS OF EXPERTISE

IT Programme Management - PRINCE2 Project Management - IT Architecture  
Technology Solutions Design - IT Transformation - Service Management  
Stakeholder Engagement - Multi-Million Euro Budgets - Technical Team Leadership  
Conflict Resolution - Cost Saving Initiatives - Information Security Management

### SELECTED PROJECT ACHIEVEMENTS

#### Project ABC - Programme Manager | Risk Management Platform Solution | 3 years

- Led 3-year transformation programme to convert group risk management infrastructure into high-performance on-demand computing platform.
- Managed end-to-end project activity including scoping project, creating business cases, presenting to approval committees and overseeing implementation of technical solution.
- Delivered private cloud solution that became benchmark standard for all future risk management applications across AXA group.

#### Project BCD - Project Manager | Vittoria Online Banking Programme | 12 months

- Spearheaded release and environmental management streams within €15M European online banking project based on ACI banking and payment solutions.
- Concurrently managed multiple essential maintenance streams, with majority of budget focused on remediation of various audit issues.
- Delivered technical refresh of various applications in collaboration with IBM and enhanced end-to-end software development lifecycles traceability from lower environments to production.

#### Project CDE - Programme Manager | Data Centre Transformation | 13 months

- Performed multiple roles included managing various project streams, leading technical teams and defining new IT infrastructure for data centre relocation and transformation.
- Developed project plans, translated requirements, created proof of concepts, scheduled resources and liaised with internal and external stakeholders to drive projects forward.
- Delivered data centre transformation with improved enterprise IT architecture and optimal technologies for future business performance.

### PROFESSIONAL EXPERIENCE

COMPANY A, Belgium

Nov 2015 - Present

#### Information Security Manager (Nov 2016 - Present)

Report to Board Members including CEO, COO and CFO with full responsibility for security and risk management programmes, including project to achieve ISO certification and information risk compliance with Belgian and European regulatory requirements

- Achieved ISO27001 and ISAE-3402 certification for company within 10 months.

**Project Manager, Managed Services (Nov 2015 - Present)**

Report to senior executive across various project steering committees while overseeing multiple managed service projects and leading teams to design and deliver infrastructure, migration, communications and networking solutions for clients that include Argenta, Record Bank and Argenx.

- Lead shared and virtual teams across different countries utilising consensus building skills, strong communication and multiple languages to direct projects, resources and budgets.

**EARLIER CAREER**

Have performed multiple roles as Independent IT Consultant since 2000, working across complex international environments in Europe, US, Asia and Australia

COMPANY A, Programme Manager Application Services	Oct 2014 - Nov 2015
COMPANY B BELGIUM, Interim Programme Manager	Feb 2011 - Sep 2014
COMPANY C, Project Manager / Infrastructure Architect	Jan 2010 - Jan 2011
COMPANY D, IT Infrastructure Architect	Oct 2008 - Dec 2009
COMPANY E, IT Project Engineer	Jan 2005 - Sep 2008
COMPANY F, IT System Engineer	Sep 2004 - Dec 2004
COMPANY G, IT System Engineer	Oct 2002 - Aug 2004
COMPANY H, IT System Engineer	Apr 2001 - Sep 2002
COMPANY I, IT System Engineer	Nov 2000 - Mar 2001

**TECHNICAL EXPERTISE**

**Infrastructure technologies:**

Virtualization: VMware, Citrix PVS, Citrix XenApp, VDI

Grid computing: MS HPC, DataSynapse

Cloud computing: Amazon AWS, MS Azure

Distributed systems: Windows, Linux, Storage (SAN, NAS), Database (SQL Server, Oracle),  
Networking

Hardware: Blade technology (HP, IBM)

**Middleware technologies:**

Apache Tomcat, Apache HTTP Server, IIS

WebSphere MQ, Informatica PowerCenter, BMC Atrium Orchestrator

**Application development technologies and tools:**

Java ecosystems, HTML, CSS, JavaScript, classic ASP, ASP.NET, Subversion, Git, uDeploy, Maven, JetBrains, TeamCity, Nexus, Veracode, HP ALM, CollabNet TeamForge, Atlassian JIRA, CA Clarity, HP PPM, ServiceNow (ITSM), SharePoint, Prophet, MoSes

**EDUCATION & CERTIFICATIONS**

**Bachelor (Cycle Supérieur de Gestion), XXXXXXXXXXXXXXXX PARIS, France (1993)**

- ServiceNow Certified System Administrator (CSA), 2015
- DEMO (Design & Engineering Methodology for Organizations) Professional Certification, 2009
- Microsoft Certified IT Professional (MCITP) Certification (Server Administrator 2008), 2009
- ITILv3 Foundation Certification, 2009
- VMware Certified Professional (VCP) Certification (VI3), 2009
- PRINCE2 Foundation Certification, 2008
- Microsoft Certified Systems Engineer (MCSE) Certification (Windows Server 2003), 2004
- Citrix Certified Administrator (CCA) Certification, 2003
- Microsoft Certified Systems Engineer (MCSE) Certification (Windows Server 2000), 2001

**PERSONAL INFORMATION**

- Languages: Dutch (Fluent); French (Fluent); English (Fluent)

# Steven Mark Green

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**Consumer Insights Consultant | Qualitative Research Specialist with over 18 years' experience**

## PROFESSIONAL SUMMARY

Experienced Consumer Insights Consultant with a successful track record of delivering in-depth consumer insight that enables companies to develop brands, communications and marketing strategies for maximum commercial impact. Exceptional qualitative research skills and innovative methodological thinking applied across multiple international projects to capture insights related to multiple industry sectors. Senior level experience influencing board members and leading teams across a range of pioneering research projects. Multi-country project management skills, strong analytical ability and a firm personality to drive through tough projects as required.

## KEY AREAS OF EXPERTISE

Translating Innovative Methodologies into Research Solutions ▪ Project Execution and Delivery  
Qualitative Research Techniques ▪ Consultation & Client Partnership ▪ Board Level Direction  
Team Leadership & Development ▪ Strategic Thinking & Planning ▪ Brand & Marketing Strategies  
International, Multi-Country Project Management ▪ Strategic Consumer Insights  
Advanced Presentation & Facilitation Skills

## KEY ACHIEVEMENTS

**Demonstrated deep market research expertise and specialist skill with regard to insights generation, branding and marketing strategies** during over 18 years of experience successfully helping leading brands that include Coca-Cola, Nestle, Unilever, Telekom Malaysia and various multi-national advertising agencies.

**Delivered range of broadcasting projects during a 10 year period working with Media Prima as a Strategic Consultant.** Advised on broadcasting audience, content development, ratings and Adex analysis whilst delivering insights that doubled audience numbers, aided fledgling launches and enabled existing stations to rebrand for maximum commercial benefit.

**Spearheaded international, multi-country research projects across Asia for Malaysia Airlines during a 10 year period** – this included leading analysis teams in brand evaluation, brand re-launch, loyalty program evaluation and an acclaimed global “Malaysia Hospitality” advertising campaign in 2002 that contributed to record profits for the airline in 2002/2003.

## PROFESSIONAL EXPERIENCE

### VARIOUS CLIENTS

*Worked independently with clients on range of bespoke projects that involved audience, content and creative research*

#### Independent Strategic Insights Consultant

**July 2012 to Present**

- Led an exploratory study on social and political mindsets among Malaysians through extended focus group discussions. Comprehensive insights generated were used by client to develop communication strategies for different segments of society.
- Conducted exploratory studies utilizing online bulletin boards and social media to gain audience insights for new radio station. Provided recommendations related to marketing the station and positioning it strategically in terms of music and advertising.
- Identified key viewing trends amongst target audience of an established TV program and recommended transformations to style and content of program to increase viewing figures.
- Utilized ethnography to research digital habits amongst different Malaysian families. Conducted in-depth assessment of lifestyle trends and digital device interaction amongst these families. Output included recommendations for clients related to new business opportunities.

## COMPANY ABC SINGAPORE

Regional market research consultancy with offices in Vietnam, Hong Kong, China, India and Indonesia. The Singapore office was established to manage regional projects.

### Account Director

March 2012 – June 2012

- Performed broad international role with a key focus on FMCG insights exploration across Malaysia, Vietnam, Hong Kong and China for a leading dairy brand.
- Led multi-country project focused on children's eating habits, liaising with multiple families (within a consumer segment in each country) to gather insights. Facilitated insights client workshops, presenting information and developing concepts used to drive product development initiatives.
- Researched, tested and evaluated a new product concept of a children's dairy product established only in Malaysia. Demonstrated to client the market potential of this product across SE Asia.

## COMPANY BCD

A Kuala Lumpur based boutique research consultancy specializing in service industries – clients included Malaysia Airlines and the main TV and radio stations in Malaysia (i.e. TV3, NTV7, HotFM, FlyFM and others)

### Managing Director | Founder

2003 to 2011

- Founded this boutique research consultancy to provide powerful in-depth insights through long-term collaboration with clients across Asia. This involved designing and conducting research programs tailored to specific client objectives.
- Conducted in-depth research to identify key viewership information for two different TV stations. Analyzed insights to recommend changes to branding and content of news programs that increased audience numbers and enhanced advertisement revenues.
- Advised Malaysia's biggest broadcasting station (Media Prima) on feasible digital strategies for free and premium content TV stations. This involved using a hybrid methodology of focus groups and online bulletin boards to understand content consumption and market potential.
- Carried out exploratory studies for three new radio stations, identifying information related to audience habits, music preferences and listenership – all three grew audience numbers as a result, including one radio station that gained 4 million listeners following launch to become the most listened to station in Malaysia.
- Ran series of focus groups in Malaysia, Hong Kong and Australia to evaluate brand perceptions of Malaysia Airlines. Gained insights from frequent flyers in each country and utilised these to devise country specific brand improvement strategies.
- Led pioneering research for Malaysia Airlines, using observational methods to discover children's preferences in regard to different food and in-flight entertainment options. Results enabled airline to implement a new food menu and suite of in-flight entertainment tailored to children.
- Organized and moderated quarterly Customer Roundtable Sessions with platinum, gold and silver-tier frequent flyers at Malaysia Airlines. Facilitated discussion on customer satisfaction, loyalty and product evaluation.

## EARLIER CAREER

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2001 to 2003 XXXX RESEARCH, **Senior Research Partner**  
1998 to 2000 XXXX RESEARCH SDN BHD, **Senior Research Executive**  
1995 to 1998 XXXX MALAYSIA BERHAD (TV3), **Senior Executive**  
1993 to 1995 XXXXXXX, **Research Executive**

## EDUCATION & CERTIFICATIONS

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**Masters in Marketing & Consumer Insights**, NANYANG TECHNOLOGICAL UNIVERSITY, Singapore  
(Due for completion in 2016)

**B.A (Hons) in Communications**, UNIVERSITI KEBANGSAAN, Malaysia  
(Major: Advertising; Minor: Psychology)

**Certificate for Basic and Advanced Semiotics**, ESOMAR