PERSONAL MARKETING PLAN

Name

Address

**(home)Phone(cell)**

**email address**

**Linkedin address**

**Position(s) Sought**

Position 1 key words

Position 2 key words

**Positioning Statement / “Elevator Speech”**

I am a highly motivated supply chain management professional with an excellent skill set in asset, operations, and cost management seeking new opportunities in a full time position with a progressive company. A detailed and aggressive results oriented manager with xx years of diverse experience within various manufacturing and distribution industries. As a seller and decision maker, my negotiation skills lowered purchase cost by more than $$$ in the last 5 years. In addition, I improved operating efficiency that led to 20 % higher sales and better customer service.

I'm seeking contacts in industry X, Y and Z. / I'm seeking contacts in Company A, B and C. What contacts.do you suggest?

**Skills**

|  |  |  |
| --- | --- | --- |
| **MANAGEMENT** | **SALES** | **NEGOTIATION** |
| **Operations Productivity**  **Vendor Performance**  **Operation and Material Cost**  **Inventory Metrics** | **Solutions Engineering**  **Market Analysis**  **Marketing**  **Pricing** | **Pricing**  **Commodity and Production Materials**  **Lease Contracts**  **Outsourcing** |

**Talents & Strengths: analytic, strategic, communicator… (**as determined from Living Your Strengths**)**

**Target Market**

Geographic area: Mecklenburg county and contiguous counties within a 35 mile radius.

Industries: Manufacturing, Service and Distribution

Organization Size: Any over $50 million in annual revenue

**Target Companies**:

**Duke Energy General Dynamics Corp.**

**Siemens Dole Food Company Inc**

**SCANA Corp SPX Corporation**

**Continental Tire Compass Group**

**Tasks & Time / Organization**

o PMP Certification – before June

o Update all References (2 supervisors; 2 associates; 2 subordinates; 2 social friends

o Contact Recruiters (100-150); Select 20 to keep in regular contact

o Network Contacts – 25 in month one; 50 by month two; 150 by month six

o Time Allocation Weekly Target: 50-55 hours. 10% on-line job posting; 65% networking; 5% thank you’s; 5% resume & letter writing; 10% company / people research; 5% physical exercise / meditation