



VANESSA BRINKLEY

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CEO / COO / BUSINESS HEAD

Game-Changing Global Business Concepts • Complicated Issue Resolution • Energized Team Building & Inspiration

**Built \$400M Global Business From The Ground Up | Created Team of 2,500 Highly Motivated Personnel
Dominated 2 Product Markets In Multiple Countries | Sold Business At 15x EBITDA While Closing \$145M Transaction**

Award-winning executive and internationally respected business strategist known for driving unprecedented results within extremely competitive industries and in high-visibility positions. Consistent history of generating rapid, multimillion-dollar sales growth through global distribution channels. Customer-focused and passionate about optimizing the operations of multinational enterprises, surpassing ambitious business goals, reducing costs, improving efficiencies, and fostering innovation. Exceptional multicultural communication skills; fluent in Tamil and English. Core competencies include:

- Sustainable Business Success
- Executive Board Leadership
- Organic & Inorganic Growth
- Product & Brand Positioning
- Trend & Competitor Research
- Remarkable Business & Market Expansions
- Global Staff Management & Training
- Problem Simplification & Resolution
- Market Penetration & Sales Growth
- International Manufacturing & Distribution
- Million-Dollar Transactions
- Entrepreneurial Leadership
- Strategic Growth Initiatives
- Corporate Culture & Vision
- C-Suite Consultation

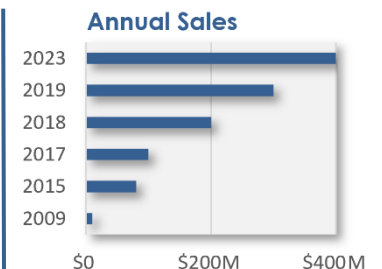
CAREER PROGRESSION

ABC INTERNATIONAL LIMITED, Singapore, 2009 to Present

President & Global Head / Chief Executive Officer (CEO) – XYZ International Division

Lead and motivate 9 direct reports – as well as thousands of indirect reports – to peak performance levels across all XYZ product categories for this \$20 billion global agribusiness company with operations in 84 countries. Oversee marketing, sales, research and development (R&D), finance, and the international supply chain. Optimize revenue, profits, operations, and brand competitiveness while accelerating corporate growth.

Built \$400 million consumer foods business from scratch within challenging global markets while growing team of 2,500+ engaged/energized employees across cultures and professional disciplines.



2019-2023: Boosted annual sales from \$300 million to \$400 million by leading 7 of the 8 product categories to hold #1 or #2 market positions in Vietnam and Indonesia. Expanded production to 12 local/regional manufacturing plants and built best-in-class distribution infrastructure across both countries.

- **Frequently recognized for extraordinary leadership.** Won Entrepreneurship Award in 2019 and Leadership Award in 2021.

Spearheaded Critical \$145 Million Business Transaction: Guided Chinese investor, Acme Foods, to buy 25% stake in ABC International Limited, selling the business at over 15x the EBITDA at \$145 million. Investors brought significant value with new technologies and innovations. Separated and ran the division as its CEO; currently serve on Board of Directors (BOD).

2017-2019: Doubled annual revenue from \$100 million to \$200 million while opening/directing 5 product categories: Tomato paste, seasoning, candies, dairy-based beverages, and instant noodles. Significantly improved profits and time-to-market distribution by stopping reliance on imports; manufactured all products in local plants already specializing in assigned food/product categories.

- **Acquired 3 brownfield sites and a \$90 million manufacturing facility.** Seamlessly integrated all operations, working effectively among different cultures while building cohesive team of 1,200 employees.
- **Generated constant consumer excitement by building innovation capabilities.** Established Innovation Center in Tokyo and installed high-impact consumer insight/marketing teams.
- **Created yogurt drinks that were #2 in Southeast Asian markets in just 2 years.** Successfully introduced egg-based noodles and indulgent cookies/biscuits to consumer base that had never experienced these types of foods.



2015-2017: Sold India division with 15%-20% in growth potential and massive distribution requirements, shifting focus to Asia markets with 40% growth potential and easy distribution plans. Successfully launched ABC tomato paste and XYZ seasoning across Southeast Asia. Effectively tailored marketing messages, products, and packaging to appeal to different cultures.

- **Brought business in Southeast Asia from \$0 in FY'08 to \$90 million in FY'11.** Achieved #2 market share among all coffee products in Vietnam and Indonesia.
- **Owned 25% of the tomato paste market and 20% of the seasoning market in Thailand** while capturing 18% tomato paste market share in Indonesia.

2013-2015: Leveraged distribution infrastructure and existing team to add new candy category in India. Strategized distribution across countries while developing new consumer-facing product categories and penetrating markets. Differentiated brand from top global competitors, enticing loyal consumers away from Nestle and Mars.

- **Grew annual revenue to \$80 million by targeting rapidly-growing consumer markets;** expanded coffee business into Laos.

2011-2013: Launched first product, creating a popular instant coffee brand named Café ABC. Recruited and mentored supporting team of 50 cross-functional employees while establishing a product center in India.

- **Built efficient distribution system throughout 50 cities in India,** saturating entire market and driving \$40 million in annual sales.

2009-2011: Single-handedly determined the most advantageous target markets by thoroughly researching global regions, food products, consumer behaviors/preferences, and international competitors.

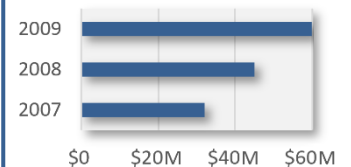
ABC INTERNATIONAL LIMITED, Tanzania, 2006 to 2009

Country Manager, Tanzania – XYZ International Division

Promoted as youngest Country Manager in ABC's history. Steered regional team of 400+ top-performing employees, including 7 managerial direct reports, to maximize profitability and growth across Tanzania. Directed 4 product categories: Cotton, coffee, sesame seeds, and cashew nuts. Significantly improved product quality and financial performance across the region.

Grew business from \$32 million to \$60 million in 3 years while increasing margin from 5% to 7%; boosted annual profit from \$1.6 million to \$4.2 million.

Annual Sales



Profits



- **Developed field operation systems, which is now used in 14 countries** as a key competitive advantage for XYZ. Systems prevented loss while improving procurement and inventory management.
- **Led business to become the country's #1 exporter of coffee and cashews,** and the #2 exporter of cotton.
- **Served as Chairman of the Tanzania Coffee Association** for 3 years.

ABC INTERNATIONAL LIMITED, Tanzania, 2004 to 2006

Profit Center Head, Cotton Operations, Tanzania – XYZ International Division

Managed \$12 million P&L and team of 38 employees with 5 direct reports.

Drove business to become #1 exporter – out of 14 exporters countrywide – while building business to \$12 million in <2 years.

ACME LIMITED, New Delhi, India, 2002 to 2004

Regional Sales Manager, North India

Aggressively grew business, opening key accounts while closing million-dollar contracts for this \$100 million company that produces and sells industrial fabrics and chemicals. Directed team of 15 top-tier sales employees and trained them on high-impact sales techniques. Promoted from initial Management Trainee position within 4 months of hire.

Brought sales from \$29 million to \$35 million while the industry only grew <4% per annum.

EDUCATION

Master of Business Administration (MBA) | The Marshall School of Business, University of Southern California, Los Angeles, CA
Bachelor of Science (BSc), Chemical Engineering (Top 5% of Graduating Class) | California Institute of Technology, Pasadena, CA

Résumé Strategy

I wrote this résumé for a global portfolio career executive, who was seeking industry agnostic C-suite positions. Because this person held a CEO position for roughly 14 years, I decided to divvy up the work history into bite-size chunks based on notable increments of the work history timeline. I did this to avoid the need for massive paragraphs or bullet lists that become tedious to the reader.

This client worked for the same company, but in different countries, throughout their entire career. I focused on highlighting individual challenges, because I wanted employers to understand the uniqueness of each individual challenge, so that my client would look more adaptive to change as needed to work with a new company.

This résumé is completely ATS-friendly with all headers, footers, sub-headers, icons, call-out boxes, and graphs created as PNG images that disappear in the systems.