

<NAME AND CONTACT INFO REMOVED>

## **MARKETING PLAN**

### **PROFESSIONAL OBJECTIVE: Senior Human Resources Management**

To obtain a senior management position in Human Resources leading a corporate or regional human resources function or functional area with a progressive mid-sized organization that focuses on talent and human capital as a means of driving bottom line results, offering growth and development based on performance.

### **Preferred functions include: Corporate or Regional Level**

Sr. Human Resources Generalist  
Staffing/Talent  
Organizational Development  
Training and Development  
Employee Relations

### **Preferred Titles:**

Sr. Vice President/ Vice President/Director of Human Resources (generalist)  
Sr. Vice President/ Vice President/Director of Staffing/Talent  
Sr. Vice President/Vice President/Director of Employee Relations  
Sr. Vice President/Vice President/Director of Training and Development  
Sr. Vice President/Vice President/Director of People

### **POSITIONING STATEMENT**

I am an accomplished Senior Human Resources leader with proven ability to partner with senior leadership to support business strategy, productivity and profitability. I am skilled at linking HR strategy with business strategy in driving bottom line results. I have demonstrated expertise in building and leading high performing HR teams who collaborate with business partners in support of short and long term business goals. A strength of mine is the combined strategic and tactical expertise I bring to the table with comprehensive experience in all HR areas.

My experience has been in a wide range of industries both domestic and international to include high tech/chemical information, financial services including consumer and commercial banking, customer service and transportation. I have worked in progressively larger organizations ranging from 2,000 employees to over 300,000 employees.

## COMPETENCIES:

<ul style="list-style-type: none"><li>• Business Process Reengineering</li></ul>	<ul style="list-style-type: none"><li>• Strategy Development and Implementation</li></ul>
<ul style="list-style-type: none"><li>• Talent/Talent Management</li></ul>	<ul style="list-style-type: none"><li>• Change Management</li></ul>
<ul style="list-style-type: none"><li>• Succession Planning</li></ul>	<ul style="list-style-type: none"><li>• Compensation and Benefits</li></ul>
<ul style="list-style-type: none"><li>• Recruiting/High Volume Recruiting</li></ul>	<ul style="list-style-type: none"><li>• Organization Design and Restructuring</li></ul>
<ul style="list-style-type: none"><li>• Employee Relations</li></ul>	<ul style="list-style-type: none"><li>• Performance Management</li></ul>
<ul style="list-style-type: none"><li>• Results Leadership</li></ul>	<ul style="list-style-type: none"><li>• Coaching and Developing Others</li></ul>
<ul style="list-style-type: none"><li>• Start-ups and Turnarounds</li></ul>	<ul style="list-style-type: none"><li>• Training and Development</li></ul>

## TARGET MARKETS

### **Geographic:**

Dallas, Texas and the greater metroplex area.

Charlotte, North Carolina

Asheville, North Carolina

Columbus, Ohio

Greenville/Spartanburg, South Carolina

Additional areas of consideration include Ohio, Tennessee, Virginia, Georgia, Washington State, Colorado, Oklahoma, Missouri, Arkansas, Pennsylvania and other cities in North Carolina.

### **Type of Industries:**

Transportation/Travel/Hospitality

Oil and Gas

Pharmaceuticals

Banking/ Financial Services/Investment Banking

Communications

### **Size of organizations:**

300- 100,000 employees

### **Organization Culture:**

Ethical business practices with proven track record of decisiveness and planned growth. Employees are valued, seen and treated as the organization's greatest asset. Stable, collaborative, planned and thoughtful in decision making. Team oriented with high

levels of communication within all levels of the organization. One that lives its values and holds work life balance in high regard. A culture of growing talent through the organization providing growth opportunities and promotional movement within the organization.

**TARGET COMPANIES:**

<b>Travel</b>	<b>Transportations</b>
American Express	American Airlines
Silver Leaf Resorts	Southwest Airlines
Hilton	Delta Airlines
American Airlines	United Airlines
World Travel BTI	Jet Blue
Aegis	AMR Corp.
Sabre	American Eagle
	Bell Helicopter
	Atlantic Southeast
	Princess Cruises
<b>Communications</b>	<b>Banking/Financial</b>
Sprint	Fidelity Investments
AT&T	Bank of America
Verizon	BB&T
T-Mobile	Bank One
Nokia Corp.	Wells Fargo
Alcatel	Wachovia
Ericsson	Fifth Third Bank
Proxy Communications	First Citizen's Bank – Asheville
SBC Communications	RBC Bank – Asheville
Perot Systems	Hometruster Bank – Asheville
Texas Instruments	Bank of Asheville
Intervoice Inc.	Carolina First Bank – Asheville
Nortel Networks Corp.	Blue Ridge Savings – Asheville
FairPoint Communications	Tryon Federal Bank – Asheville
	Capital Bank - Asheville
	Mountain First Bank and Trust - Asheville

	Pisgah Community Bank - Asheville
<b>Pharmaceuticals</b>	<b>Other</b>
BASF	Exxon Mobile
Wyeth	Frito Lay
Eli Lilly	JC Penney's Holding
	Kimberly-Clark Corp.
	Fluor Corp
	Dr. Pepper, Snapple Group
	Pioneer Southwest Engery Partners, LP
	Duke Energy Corporation
	Duke Energy Carolinas, LLC