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# MARK EMANUELSON

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## PROFILE

A sales director with 20 years experience in the technology and media sectors who led international teams in growing emerging countries and mature global markets.

## EXPERTISE

Sales management, marketing, business development, leadership, consulting, innovation, finance, strategic planning, emerging markets, corporate social responsibility, technology, Internet, Web 2.0, telecommunications, data, voice, video and convergence.

## EXPERIENCE

### **GENERAL MANAGER SALES, PROFESSIONAL & BROADCAST VIDEO PANASONIC EUROPE, SEPTEMBER 2008 - APRIL 2009**

I was head of sales for Panasonic's European team responsible for selling professional video equipment to broadcasters and media companies in 40 countries. I consulted with senior executives from all the major broadcast and production companies across Europe. Due to the recession, Panasonic was downsizing and my position was made redundant.

- Led a team of 30 sales account managers responsible for €100 million turnover
- Managed the P&L to remain profitable in down economy while keeping sales level
- Instituted target account selling to increase revenue per customer by 10 times
- Created an improved sales forecasting and lead pipeline system fit for growth
- Sold at board level with leading enterprises, broadcasters and production companies

### **SENIOR MANAGER, COMMERCIAL SALES, CENTRAL & EASTERN EUROPE CISCO SYSTEMS, AUGUST 2003 - JULY 2008**

I was a sales director for Cisco in the emerging market of Central and Eastern Europe covering 18 countries. Reporting to the regional vice president, I led a team that tripled revenue turnover in just three years. I also led a marketing team that used CRM systems to create a fully closed loop sales lead management system that built revenue pipeline.

- Led a regional team of 100 sales, channel, and marketing managers
- Grew sales revenue by 40% each year for reaching US\$ 230 million annually
- Improved coverage of 20,000 mid-market companies and tripled SMB resellers
- Rolled out a target account selling training programme with my team and key partners
- Partnered with leading IT integrators, telecom and managed service providers in Europe
- Ran large IT events to create sales pipeline from 10,000 attendees in 13 countries
- Awarded the best integrated sales and marketing plan in the company globally
- Created strategic partnerships with NGOs for corporate social responsibility projects

**MANAGER, SALES BUSINESS DEVELOPMENT, EMEA**  
**CISCO SYSTEMS, JANUARY 2001 - JULY 2003**

When I moved to Europe, I was asked to lead an important partner sales and marketing team working with the largest and most strategic telecommunication companies in the region.

- Created sales plans with top partners responsible for US\$ 4 billion revenue
- Executed sales training and marketing campaigns driving 8,000 leads

**MANAGER, INTERNET MARKETING AND E-COMMERCE SALES**  
**CISCO SYSTEMS, JUNE 1998 - DECEMBER 2000**

After joining Cisco in Silicon Valley, California, I led a web development team to improve the usage of an e-commerce site and launch a major online community.

- Launched online community with members from 120 countries who are still active
- Increased traffic to e-commerce site by 25% with daily revenue of US\$ 20 million

**MANAGER, SALES CHANNEL DEVELOPMENT**  
**ADAPTEC, JUNE 1997 - JUNE 1998**

Joining after MBA school, I led projects to improve customer service by replacing manual processes with a new Web-based tool that reduced lead time fulfilment.

- Shortened lead times by 30% by taking manual processes online
- Directed US\$ 5 million budget of assets for materials and applications

**SALES ACCOUNT MANAGER**  
**AMERICAN CITY BUSINESS JOURNALS, JANUARY 1993 - DECEMBER 1995**  
**GANNETT NEWSPAPERS, JANUARY 1991 - DECEMBER 1992**  
**THE E.W. SCRIPPS COMPANY, JANUARY 1989 - DECEMBER 1990**

In my seven-year career with some of the largest media companies in the USA, I was rated as one of the top account executives by creating sales growth for my key account clients.

**EDUCATION**

**MASTER OF BUSINESS ADMINISTRATION, MBA**  
**SANTA CLARA UNIVERSITY, CALIFORNIA, JUNE 1997**

At this top 20 university in the USA, I studied international business, finance and marketing.

- Earned grade point average of 3.9 out of 4.0, Beta Gamma Sigma honour society
- Received a scholarship as most "dynamic, innovative, and creative graduate"
- Elected as the President of the MBA Alumni Board and led membership drive

**INTERNATIONAL BUSINESS LAW**  
**NATIONAL UNIVERSITY OF SINGAPORE, JUNE 1996**

**BACHELOR OF SCIENCE IN AGRI-BUSINESS, BS**  
**CALIFORNIA POLYTECHNIC STATE UNIVERSITY, JUNE 1989**

I hold dual citizenship for both UK and USA and am open for relocation.