

# KENNETH FOSTER

Texas, 75287

**Business Development [BD], Business Intelligence [BI], Business Process Improvement [BPI] and Strategic Planning [SP] Leader**

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## EXECUTIVE PROFILE

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### Core Competencies

- \* Strategy Creation
- \* Competitive Analysis
- \* Stakeholder Buy-In
- \* Growth Identification
- \* Financial Due Diligence
- \* Project Leadership
- \* Growth Prioritization
- \* Change Management
- \* Decision-Maker Liaison
- \* Conflict Management

### Summary:

- Since securing MBA, functioned as a revenue and profit growth expert with actionable results projected to reach \$100M+.
- Corporate strategy, strategic marketing, and sales professional with over 7 years of experience and a portfolio of expectations-surpassing value delivered to enterprises and institutions in areas which include: telecommunications, industrial manufacturing, consumer retail, global electronics, specialty chemicals, and urban investment.
- Proven record of project management excellence delivering improved or accelerated growth metrics; numerous commendations for creating and implementing strategic initiatives, assessing strategic business development opportunities, and developing structured actionable programs.
- Success as a corporate strategist derives from MBA training from a Top 5 ranked program and a customer-focused approach to generate new business and to develop strategic partnerships.

## CAREER HISTORY

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ACCENTURE. Austin, TX

2007-2009

*Global management consulting firm that helps leading corporations gain and sustain competitive advantage*

**Senior Associate** (2008-2009)

**Associate** (2007-2008)

**Scope:** In the context of a matrix generated actionable results as a consultant, managed up to 2 business analysts for some projects, and served as a client liaison on other projects. Functioned as key BD resource; between engagements, developed value-added pitches for partner meetings with decision-makers, resulting in millions of dollars in additional work streams.

### Engagement Highlights

- SP--For a \$10.7B global direct seller of beauty and related products, led a project to analyze and package global KPIs across various sales force models, resulting in a senior executive workshop to determine the firm's ideal sales model to fuel sustainable growth and ensure competitive advantage.
- BI--For a \$4.6B global energy company, led a project to determine competitiveness of pricing proposed by a supplier, resulting in a 23% reduction in pricing from an alternative supplier.
- BI--For a \$2.5B video retail chain, led a project to improve store operations by collecting competitor intelligence to identify category specific opportunities and to improve profit by \$30M+.
- BPI--For a \$10.9B global telecommunications company, led procurement transformation for a major office category resulting in 17%+ savings and \$0.5M transition allowance. Overall sourcing efforts projected to result in \$21M and \$50M in-year and run rate savings, respectively.
- BI--For a \$112.5B global electronics and industrial engineering leader, led marketing intelligence gathering from OEM circuit breaker manufacturers. Developed key insights to help grow global revenue and operating margin by \$178M and \$32M, respectively by FY2012.

- SP--For a \$11.2B investment banking and brokerage services firm, led due diligence assessment (for North American market) of a \$1.2B global consumer AV electronics company. Determined company's targeted segments, products brand positioning, growth opportunities, and resilience to economic downturns to guide valuation negotiations.
- BPI--For a \$10.9B global telecommunications company, led compilation of global mobility best practices resulting in an opportunity to reduce annual expatriate expenses by \$8M.
- BI--For a \$68B automotive component and appliance manufacturer, gathered competitive intelligence to help the company penetrate the North American small appliance market.

#### **Business Development Highlights**

- BD--For a \$37B food company, identified revenue generation, innovation, and cost reduction opportunities; resulting in a large procurement transformation project.
- SP--For a \$6.1B U.S. motorcycle manufacturer, conducted a study on hybrid/electrical motorcycle market opportunities.
- SP--For a \$35.5B media conglomerate, helped generate a market entry proposal cognizant of emerging market dynamics.
- SP-- For NYCEDC's green jobs proposal, created sustainability case studies and identified green sector segment opportunities.
- BD--For Detroit's region aerotropolis proposal, led development of business attraction strategy to diversify economy and to reduce dependence on the automotive industry.
- BD--For a \$6.4B global manufacturer of commercial/consumer products, recommended reintroduction of a brand resulting in the potential for millions of dollars of additional revenue.

## **TESTIMONIALS**

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### **Bill Wright, Engagement Director**

"Ken has the qualities of a good consultant. He has strong analytical skills. He is extremely adaptable, and stays calm and composed while working in a tough client situation. He is a quick learner. He exhibits good communication skills. He was able to convince the client lead who was reluctant to work with us to agree to our timelines and strategy... Ken builds a good working relationship with the clients. The clients respect him for his value adds. The client was impressed with the process and the results. The client looked upon Ken as a valuable resource."

### **Matt Hardy, Vice President**

"This was a challenging project due to its short time frame and since its success depended on gathering sensitive marketing intelligence via cold calls. Ken excelled during this engagement and demonstrated solid core consulting skills in analytics, communication, team engagement, and client relationships...Ken is an excellent team member who is highly motivated and not afraid to take the lead in delivering high quality work. Ken Foster was extremely committed to the success of this project."

### **Tom Peters, Former Principal**

"Ken demonstrated strong consulting skills over the engagement. Ken was keenly motivated and committed to his role on this project, grasping the urgency of Phase 1 deadlines and pacing himself accordingly in a very responsive manner. Ken was the key to success of the engagement."

### **Barbara Starr, Manager**

"Ken showed good qualitative analytical skills by synthesizing the assessment findings and improvement opportunities based on a large amount of information captured in interviews and submitted by clients. As Ken became more familiar with the context of the project, he also showed good quantitative skills in benchmarking high level Finance sub-functional costs and analyzing the client's expatriate program savings potential under three different scenarios. He demonstrated solid skills in constructing models to support more complex analysis."

## **EARLY WORK HISTORY (2000-2005):**

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CONRAD INC. Arlington, TX 2005  
*A \$15B leading media company and business conglomerate*

### ***New Business Specialist***

- Marketed dealer access to an online distribution channel; utilized primary research of consumer preferences for pre-owned vehicles to help dealerships maintain the appropriate product mix, resulting in a 20% new business increase.

GRANT INC. Houston, TX 2004–2005  
*Top 100 automotive dealer group*

### ***Sales Coordinator/Team Lead*** (Volkswagen and Dodge Accounts)

- Led projects that increased client pipeline and showroom traffic by 25% and 15% respectively, augmented monthly units sold by 11%, and grew annual revenue by \$1.35M.
- Coordinated a project that increased vehicles sales and Consumer Satisfaction Index (CSI) scores by 10%.

EARTHLINK, Dallas, TX 2002-2004  
*A \$1B ISP provider of award winning dial-up and high speed Internet access to millions of customers*

### ***Sales Representative/Team Lead*** (Fry's Electronics Account)

- Mentored, motivated, and trained 5 sales professionals; implemented a referral system, resulting in \$0.48M additional revenue; and generated a 33% increase in new business within local retail division.

## **EDUCATION**

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- Master of Business Administration (2007), Strategy/Marketing, University of Michigan (Ross)
  - Recipient: Robert E. Frane Memorial full-tuition, merit-based scholarship
  - Recipient: NMBBAA GE's Lloyd Trotter Scholarship
  - Internship: Rohm and Haas Company (Summer 2006)
    - Developed growth strategy for the SmartFresh brand with the goal of increasing global revenue from \$29M to \$50M within two years.
- Bachelor of Arts, (1999), Biology, Rice University, Houston, TX
  - Minor in Marketing
  - Dean's List all semesters, National Golden Key
  - Selected: Summer Research Intern, Saint Lukes Episcopal Hospital, The Texas Heart Institute

## **PROFESSIONAL ASSOCIATIONS**

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- American Marketing Association (AMA)
- Institute of Management Consultants USA (IMC USA)
- Project Development and Management Association (PDMA)
- Muscular Dystrophy Association USA (MDA)
- MBA Association (MBAA)