

Susan Sample
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PROFESSIONAL EXPERIENCE

Sentara Cosmetics, Princeton

2011–Present

*High-end cosmetics company with \$XXX million in revenue and X,XXX employees.
At the time of hire, private-equity backed. Successful IPO in 2017.*

Chief Executive Officer

- Hired by private equity firm to turn around company and accelerate growth.
- During tenure quadrupled enterprise value, grew sales by \$XXX million and increased EBITDA by \$XX million.

Lumeena Care, Seattle

2008–2011

Fifth largest manufacturer of personal care products in the U.S. (\$XXX million in revenue and X,XXX employees). Operates as a subsidiary of The Bart Company.

Chief Marketing Officer and Head of Strategy

- Responsible for strategy, marketing, R&D, regulatory, consumer care, and M&A.
- Helped grow enterprise value by \$XX million over 3 years.

Croft and Sharp, Cincinnati

2000–2008

NYSE: CAZ. Multinational personal care company with \$X billion in global sales and XX,XXX employees.

Senior Vice President and General Manager, Cosmetics (2005–2008)

- Responsible for cosmetic lines with XX brands in X categories; \$XXX million in sales.
- Improved annual sales growth by XX%.

Vice President, Eye Creams (2002–2005)

- Led eye creams division; increased sales and profits by X% and X%, respectively.
- Successfully launched 3 new product lines and led expansion into Latin America.

Senior Brand Manager, San Francisco (2000–2002)

- Repositioned two major brands, increasing sales by XX%.

American Consulting Group, San Francisco

1996–2000

Global strategy consulting firm with XX offices in XX countries.

Principal (1998–2000)

- Managed all aspects of client relationships and service delivery for Fortune 500 companies with focus on retail and consumer products.

Senior Associate (1996–1998)

Nutraceuticals Productions, Los Angeles

1992–1994

Privately owned consumer goods and nutrition company with \$X billion in revenue and XX,XXX employees.

Research Analyst, Marketing

EDUCATION

Cornell University

MBA, 1996

University of California Los Angeles (UCLA)

B.A. in Psychology, 1992

Boards

- Active: Board Member, YWWA Princeton (2013–Present)
- Past: Children's Cancer Research Fund Ohio (2005–2008)

Other

- Winner "Forty under 40" (Marketing Category, 2005)
- Member of YPO (Young Presidents Organization)
- Member of the UCLA Women's Rowing Team (1989–1991)

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PROFESSIONAL EXPERIENCE

Hogan Logistics & Transportation, Atlanta

2012–Present

Privately held intermodal logistics provider with \$XXX million in annual sales and XX,XXX employees.

Chief Executive Officer (2014–Present)

Became the first non-family CEO.

- Delivered on growth strategy:
 - Revenue increased from \$XXX million in 2014 to \$XXX million in 2017.
 - EBITDA increased by XX% to \$XX million.
- Successfully launched X new product lines, currently representing X% of revenue.

Chief Operating Officer (2012–2014)

- Digitized logistics infrastructure, resulting in cost savings of \$XX million.
- Successfully completed a merger of equals with XYZ Logistics.

Personal Leave / Consulting

2010–2012

Took 15 months off to care for elderly parents; Continued to do consulting work for Supra Logistics.

Supra Logistics, Savannah, GA

2004–2010

Supra Logistics is \$XXX million (revenue) subsidiary of Freight Forward, a UK-headquartered company.

Vice President (2006–2010)

Responsible for Supra's \$XXX million contract logistics business.

- Restructured business; recruited new leadership team, resulting in sales growth of XX%.

Director of Purchasing, Miami (2004–2006)

- Reengineered and executed a new strategic plan for procurement, resulting in \$X million in cost savings.

Hansen Foods, Denver

1993–2004

Second largest global food/beverage company with \$XXX in sales and XXX,XXX employees.

Regional Foodservice Director (2001–2004)

- Led turnaround of Midwest market. Full P&L accountability for \$XX million territory.

Director of Purchasing, Non-Food Category (1998–2001)

Category Manager / Senior Buyer (1995–1998)

Manager Facility Engineering (1993–1995)

MILITARY EXPERIENCE

United States Army, Various Worldwide Locations

1983–1993

Served for 10 years in a variety of leadership roles with progressive responsibilities.

- Executive Officer (Captain), XXX Branch.
- Aide-de-Camp for Brigadier General of XX,XXX-soldier logistics organization.
- Commander of transportation unit during Operations XYZ and ABC.
- Awarded Bronze Star.

EDUCATION

U.S. Military Academy at West Point

B.S., Economics. Graduated in top 5% of class, 1983