



JOSE FERNANDEZ

Candidate for ...

Carrier Operations Manager

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519. 555-1111

~ **available for extensive travel** ~

Award-winning sales and operations professional, with International experience, offers 6+ years of telecommunications business strategy and planning. Relationship building approach is characterized by passion for the wireless industry and exceptional understanding of the Hispanic community. Candidate brings a history of results-driven account management in this emerging market. Fluent in English and Spanish, proud of his record of building distinguished relationships, eager to establish and build business in the Hispanic Blackberry market.

~ Recipient of **Brightpoint Net Achievement Activations Awards**, Q1-4, 2007 ~

~ Recognized as **Most Successful Sprint Hispanic Dealer** in Atlanta market ~

~ Generated activations between 20% - 50% year over year ~

Particular skills include:

- ▼ Sales growth
- ▼ Report generation
- ▼ Process improvement
- ▼ Cross-functional support
- ▼ Inventory management
- ▼ Operations management
- ▼ Carrier distribution business model
- ▼ Staff training
- ▼ Problem solving
- ▼ Decision making
- ▼ Creative solutions
- ▼ Contract negotiations
- ▼ Strategic business plans

"I am passionate being accountable for decisions and actions that affect business success: growing relationships, creating and implementing programs and processes, addressing P&L, training staff and more ~ everything that affects sales and profits."

— Jose

"I have known Jose for 4-5 years. Jose is a true visionary. I watched him develop his business from the ground up. He has been involved in every aspect of his company and it is because of his involvement that he is successful. He has been, and will continue to be a very valuable partner of mine."

— Brightpoint Regional Sales Manager, 2009

KEY RELATED ACCOMPLISHMENTS

- ▼ Managed relationships with multiple wireless carriers and partners with emphasis on strategic and business planning.
- ▼ Coordinated and established policies, procedures, and standards consistent with providing optimum service.
- ▼ Managed and oversaw team sales as well as those of sub-dealer accounts by analyzing sales reports and conducting effective sales training.
- ▼ Forecast and purchased inventory, created packaged sales, trained staff, leveraged existing customer relationships, and effectively maximized sales.
- ▼ Addressed needs and particulars of various sectors of the Hispanic community, adjusting operations to optimize service and maximize sales.

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PROFESSIONAL EXPERIENCE

WITH WIRELESS SALES, INVENTORY MANAGEMENT, AND BUSINESS PLANNING

"Name" Enterprises, Georgia USA

2002-2008

Owner / Operator

Responded to the opportunity in wireless communications to serve the market needs of Atlanta's Hispanic community. Of Atlanta's population of 4 million, 750,000 are Hispanic.

- ▼ Envisioned the possible, and over 6 years, maximized original capital of \$200 to grow business to 5 branded outlets, with 10,000 repeat customers.
- ▼ Grew activations by a minimum of 20% to a high of 50% year over year. Acquired ongoing, in-depth technical knowledge of wireless products, and of upcoming trends.
- ▼ Managed inventory by analyzing demographic-driven trends, by store, and being aware of new products; adjusted inventory surplus with promotions and packages.
- ▼ Created branding strategy with advertising agency, with the tag-line "te lo hacemos facil," meaning "we make it easy." Logo and colours united print, web, and storefronts.
- ▼ Recognized need for reports for inventory control and forecast, and tracking of business metrics; sourced and implemented best POS system for wireless sales (IQ Metrics)(2005).
- ▼ Envisioned and created a "state of the art" business that facilitated communication (Virtual PBX), customer service (CRM software), accounting control (web-based Quick Books).
- ▼ Advocated company's interests to Sprint, Brightpoint, T-mobile directors; presented and negotiated, and built successful business relationships. (Represented 6 carriers.)
- ▼ Requested to represent SPRINT at Hispanic events; attended two trade shows annually, as well as concerts sponsored by SPRINT.
- ▼ Managed 10 sales reps in company stores; managed over 20 accounts with multiple sub-contractors/reps per account. Sent staff for external technical training; conducted in-house customer service and procedural training.
- ▼ Stressed customer service and the need for individual customer attention (purchase was usually the customer's first cell phone). Initial purchase was followed up with phone calls on day three after purchase, and at the 3 and 6 month points. Created essential business card for each client with relevant information (deposit info, info line to store). Achieved a cancellation rate of 3%, far below the norm of 15%.

"Name" Communications, Georgia USA

2000-2002

Indirect Account Manager (promoted from Sales Representative after one year)

Presented and offered services to small business owners in the Metro-Atlanta area, as the account manager in charge of marketing efforts in the Hispanic community. Recruited and trained Spanish-speaking sales representatives on wireless products and services.

- ▼ Outsold all company sales reps, even one with 10 sub-agents, by generating 50% of company sales within year one as inaugural sales rep dedicated to Hispanic market.
- ▼ Directed 15 sub-agents to outstanding performance: increased activations by over 100% to over 200 per month within one year's time.
- ▼ Recognized by SPRINT PCS as "most outstanding outside sales rep in Atlanta" in 2002.

EDUCATION Bachillerato Academico ~ Colombia