



Marketing Plan Training Aid

Ross Harvison



Marketing Plan Contents

- Career Objective
- Targeted Positions
- Personal Vision for New Position
- Marketing Approach and Plan Including Metrics
- Health and Welfare Plan
- Areas of Expertise/Key Differentiators
- Target Companies by Targeted Functions

Marketing Plan Contents

A short summary of the type of work and position you are seeking

Three to four bullet statements that are focused on your capabilities

A short list of target functions that you are wanting to pursue

Characteristics that are important if the new job is going to be a good fit for you

Joe Job Searcher

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Personal Marketing Plan and Talent Profile

Objective:

Seeking to move into a high-level change management position in a supply chain, manufacturing or engineering environment.

Personal Profile/Positioning Statement:

- Accomplished supply chain and operations leader with proven ability to deliver strong bottom line value
- Skilled change agent with a strong ability to recognize business needs, build effective strategies, gain buy in and execute programs
- Extensive experience in commercial, engineering and manufacturing leadership roles with global reach
- Broad background in global process redesign and organization transformation
- Can bring diverse people together to deliver significant process, system and staff improvement

Targeted Functions:

- Supply Chain and Operations change management consulting
- Supply Chain Executive Leadership position requiring significant change
- Manufacturing and Engineering Executive position requiring significant change

Personal Vision for New Position:

- Executive group must engage well at all levels of the organization and embrace facilitative leadership
- Medium size chemical, oil and gas, or aligned organization (firms with \$1-10 billion revenue and 1,000 to 10,000 employees)
- Position should have an opportunity to expand to one with global reach
- North American location, preferably Texas (Willing to move globally)

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Includes your targeted hiring date, a list of methods and activities that are need get to the job offer, and the metrics/targets you intend to use to drive your efforts

Don't forget to include activities to maintain your personal, mental and physical wellbeing

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Marketing Approach/Plan:

- Targeted hiring date of March 31, 2014
- Network as needed to meet plan
 - Engage in a minimum of 25 Stage 1 telephone or direct contacts per week
 - o Build a list of 20-25 Tier 1 contacts and engage with each at least once per month (5-6 per week)
 - o Maintain a list of 125-175 Tier 2 contacts and engage with each at least once per quarter (10-15 per week)
 - o Expand networking list by engaging with 5-10 new contacts per week that are met through existing contacts, industry associations, and cold calls to target companies
 - o Focus on CPO level contacts at target companies and on other contacts that can lead to CPO engagements with target companies
 - o Utilize CAPS, PSC, ISM and APICS networks fully
 - Increase Stage 2 contacts to at least five per week
 - Engage in Stage 3 contacts as needed (complete at least 12 before targeted hiring date)
- Narrow recruiter network to 4-5 and develop high quality relationships with at least two
- Add certifications as appropriate for target positions
 - Certified Professional in Supply Management (CPSM from ISM)
 - Lean Six-Sigma Black Belt
- Modify LinkedIn Profile on a regular basis (confirm validity twice per month)
- Review job postings and job boards as needed (at least once per week) and limit applications to CPO level positions with significant change management requirements

Health and Welfare Plan:

- Include fitness and recreation in weekly efforts
 - Exercise 30-60 minutes per day 3-4 days per week
 - Attend children's church, school and sports activities
 - Have a date with my wife at least once per week
 - Maintain relationships with friends and family
 - Read recreational books 30 minutes per day at least four days per week
- Include volunteer activities
 - Manage son's competitive soccer team
 - Provide photography services for local High School Soccer program
 - Engage at least twice per month in Houston Food Bank or other charity organizations
- Include faith based activities
 - Engage in prayer before all meals and extended prayer at least twice daily
 - Read scripture or religious related materials at least 30 minutes per day
 - Attend church services at least once per week

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Document your key differentiators including a detailed list of what you can deliver in these areas

Document your target companies aligned with the targeted functions you listed above

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Areas of Expertise/Key Differentiators:

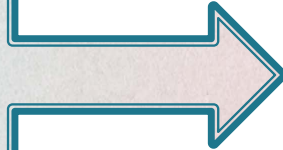
<u>Strong Management Skills</u>	<u>Supply Chain Leadership</u>	<u>Engineering and Manufacturing Leadership</u>
<ul style="list-style-type: none"> • Strategic leadership <ul style="list-style-type: none"> - Understands business trends - Identifies opportunities - Creates leverage - Influences at all levels • Managing business performance <ul style="list-style-type: none"> - Translates vision into action - Creates and drives programs - Delivers results • Business transformation <ul style="list-style-type: none"> - Strategically driven - Broad focus on process, systems and staffing needs - Helps others understand and embrace change • Organizational development <ul style="list-style-type: none"> - Builds strong teams - Creates training programs - Coaches effectively - Holds staff accountable - Delegates effectively 	<ul style="list-style-type: none"> • Global procurement transformation <ul style="list-style-type: none"> - Change champion - Organization design - Sourcing and transactional process redesign - IT systems alignment - Staff development • Executive level negotiation • Holistic strategic sourcing • Business and market analysis • Bankruptcy emergence leadership 	<ul style="list-style-type: none"> • Diverse leadership background <ul style="list-style-type: none"> - Process Engineering - Process Automation - Reliability Engineering - Project Engineering - Process Risk Management - Health, Safety and Environmental • Global process, reliability and process automation program management • Health, safety and environmental leadership • Global manufacturing process redesign • Process risk understanding and improvement

Target Companies:

<u>Supply Chain and Operations Change Consulting</u>	<u>Supply Chain Executive Management</u>	<u>Manufacturing and Engineering Executive Management</u>
<ul style="list-style-type: none"> • Company 1 • Company 2 • Company 3 • Company 4 • Company 5 	<ul style="list-style-type: none"> • Company 1 • Company 2 • Company 3 • Company 4 • Company 5 	<ul style="list-style-type: none"> • Company 1 • Company 2 • Company 3 • Company 4 • Company 5

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Document everything that you believe is important about your experience including all activities that you believe should be referenced on your resume



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Extended Profile/Experience:

- Directed \$2 billion of utilities, services and indirect materials procurement for Big Chemical's North American facilities
- Delivered an 8% cost savings for services and indirect materials spend, and cost reductions of 18% on addressable utilities spend
- Directed Big Chemical's North American services, indirect materials and small volume raw materials purchasing activities including strategic sourcing, operational procurement and technical materials inventory management for 30 facilities with an annual spend of \$2 billion and an inventory value of \$200 million
- Championed and executed Big Chemical's global procurement process improvement program which increased cost savings to 6% from its historical norm of less than 2% and reduced fixed costs by 40%
- Directed a multi-disciplinary group that led the company's process risk and manufacturing business improvement efforts supporting for 30 manufacturing facilities in North America, Asia and Europe.
- Managed the Environmental, Health and Safety efforts for Big Chemical's gulf coast facilities, during a period when these efforts were transitioned from separate corporate and plant organizations to one regionally driven activity
- Managed Big Chemical's corporate Instrument, Electrical, Process Control and Process Software Development groups that supported all technologies and 10 facilities in North America, Asia and Europe.
- Managed the corporate mechanical engineering staff that supported all technologies and 10 facilities globally
- Managed the process engineering group that supported Big Chemical's facilities in North America and Europe
- Managed the production and distribution operations for Big Chemical's largest commercial development venture
- Coordinated five production and six distribution facilities for Big Chemical's unavailability business including contract administration for toll operations
- Provided project engineering, process engineering and process control services for Big Chemical's Houston area plants and Big Oil's Houston area production facility
- Bachelor of Science in Chemical Engineering from the University of Alaska