# Alex Reed

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Madison, WI

(123) 456-7890

## BUSINESS DEVELOPMENT MANAGER

## EDUCATION

### M.S.

**Business Analytics**

Wisconsin School of Business

📅 August 2013 - May 2015

📍 Madison, Wisconsin

### B.S.

**Economics**

Lawrence University

📅 September 2009 - June 2013

📍 Appleton, Wisconsin

## SKILLS

- Market Research
- Presentation
- Strategic Planning
- Advanced Data Analysis
- Competitive Analysis
- Leadership
- Crisis Management
- Sales Forecasting
- Market Segmentation
- Project Management

## CERTIFICATIONS

YEAR 2019

**Certified Business Development Manager (CBDM)**

YEAR 2017

**Project Management Professional (PMP)**

## WORK EXPERIENCE

### JANUARY 2020 – CURRENT

**BUSINESS DEVELOPMENT MANAGER**

**Exact Sciences | Madison, WI**

- Led the development of 8 new diagnostic products, **increasing the company's market share by 5.4%.**
- Introduced a feedback loop for product iterations, boosting user satisfaction by 12%.
- Closed a deal worth $3.9M+, securing a long-term revenue source.
- Managed 4 marketing specialists, growing yearly revenue by 6.1%.

### MAY 2017 – DECEMBER 2019

**BUSINESS DEVELOPMENT ASSOCIATE**

**Spectrum Brands | Madison, WI**

- Negotiated contracts with 3 major retailers, which led to a 16% brand visibility uptick in multiple markets.
- Brought 24% more annual leads through targeted online advertising.
- Reviewed sales data to work on pricing strategy, **raising profit margins by 6.7%.**
- Ideated a marketing campaign that penetrated 2 new regional markets.

### NOVEMBER 2015 – FEBRUARY 2017

**MARKET RESEARCH ASSISTANT**

**Navitus Health Solutions | Madison, WI**

- Mapped the existing competitive landscape, **identifying 4 major industry shifts.**
- Took part in collecting survey data from a total of 382 patients.
- Analyzed 29 pharmacy claims, successfully finding 7 potential fraud cases.
- Used the latest forecasting models for patient benefits coverage, predicting treatment with 88% accuracy.

### APRIL 2015 – OCTOBER 2015

**BUSINESS DEVELOPMENT INTERN**

**Promega | Madison, WI**

- Helped create a sales forecasting model with 97% accuracy.
- Assisted in authoring a white paper, improving internal knowledge sharing.
- **Discovered 2 emerging market trends**, providing strategic insights on expansion opportunities.
- Monitored a dashboard that displayed 6 key team performance metrics.