

# Ronald Lake

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## SALES MANAGER - FINANCIAL PRODUCTS

International Business Development • Risk Management • Performance Management

### CAREER HIGHLIGHTS

- Established a significant presence for JLC Corporation in Latin America and The Caribbean.
  - Re-engineered processes related to bank operations leading to cost reductions and gained efficiencies.
  - Received The Chairman's Sales Award – from JLC Corporation.
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A highly knowledgeable and results-oriented financial professional with a solid track record for successfully marketing, selling and implementing financial software products in international markets for financial institutions. Proven abilities in consulting related to performance management, credit analysis and risk analysis. Recognized for improving processes that reduce costs.

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### CORE SKILLS

Consultative sales and marketing  
International business development  
Financial analysis / planning / budgeting  
Product development and management

MIS/IT consulting  
Strategic planning  
Relationship management  
Banking products and services

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### PROFESSIONAL EXPERIENCE

#### JLC CORPORATION

1992 to Present

*Fortune 1000 firm providing technology/consulting for financial institutions.*

#### JLC CORPORATION, Charlotte, NC

**Regional Manager - Latin America & The Caribbean**, Lima, Peru and Orlando, FL (1/96 to present).

Responsible for business development in Latin America and The Caribbean including marketing, sales, project supervision, and collections. Accountable for an annual sales quota of \$3M.

#### Key Accomplishments:

- Achieved market penetration of 50% and established an important brand awareness in Latin American.
- Received The Chairman's Sales Award - 2001 from JLC Corporation.

#### Senior Product Consultant, Medellin, Colombia (4/94 – 12/95)

Provided consulting services to banks in their use of financial software applications and products for better financial and risk management. Worked with banks to establish sound financial and risk policies. Provided educational/training programs to help banking executives better understand financial and risk methodologies.

#### Key Accomplishments:

- Managed ten (10) implementations of Profitability and Asset/Liability Management software to comply with international regulation related to capital adequacy analysis, liquidity risk and interest rate risk.
- Directed the development of a software product to solve local needs.

#### Consultant, New York, NY (12/93–3/94)

Responsible for credit policy, credit analysis and back office operations. Designed, installed and trained credit analysis software. Implemented and trained operations processes software. Introduced credit policy principles.

#### Key Accomplishments:

- Pioneered re-engineering of operations in four (4) banks which led to improved operational efficiency (time to process) and reduced expenses.

#### AUTOPARTS CORPORATION, Bogota, Colombia

12/92 – 12/93

*Autoparts and OEM for auto assembling companies in South America.*

#### Chief Financial Officer

Implemented financial budget, cost accounting and financial reporting structure for the company and two affiliates. Managed banking relationships and foreign stockholders reporting. Oversaw Human Resources.

#### Key Accomplishments:

- Standardized the operational and financial reporting within the company; created unified reporting and budgeting with affiliate companies.
- Established an Organizational Development program obtaining specific strategic goals and objectives for all departments.

#### BANK OF TODAY, Lima, Peru

8/91 – 11/92

*Commercial banking.*

#### Credit Officer

Provided full banking services to major multi-national corporations including credit scoring, risk analysis.

#### Key Accomplishments:

- Co-author of "Financial Statistical Model" for financial and credit solvency analysis.
- Created the "Corporate 1,000" database with valuable financial insights for nationwide industry surveys.

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**EDUCATION**

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New York University, New York, NY  
Master of Science in Finance  
Marketing Management program

Boston University, Boston, MA  
Bachelor of Science  
Major: Finance, School of Management.

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**COMPUTER SKILLS**

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- Advanced Microsoft: Word / Excel / Powerpoint / Outlook
  - Applix: Corporate Processes and Reporting
  - SQL Server and Oracle Databases
  - i-Avenue: Corporate Contact Management
  - Cognos database reporting tools: Impromptu / Powerplay
  - Webex: Web-based training and client support
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**TRAINING/CERTIFICATIONS**

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- Customer Selling
- Software Product Training
- Consultative Selling
- Credit Policy Principles
- Sales Management
- Basic and Advanced Credit Analyses
- Advanced Sales
- Presentation Skills