

Hanna Cross

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GENERAL MANAGER

Committed, profit-driven **General Manager** with 12 years' progressive experience in the serviced office industry and more recently, retail. Possesses a wealth of knowledge working in highly sales driven, customer-facing environments with an impressive track record of revitalising sales and commercial functions to deliver consistent year-on-year profit and growth.

AREAS OF EXPERTISE

- ♦ **Hands-on manager** with an innate ability to build, develop and lead high-performance sales and management teams. Demonstrable record of motivating, engaging, developing and training large teams, helping individuals achieve maximum potential and extraordinary conversion rates.
- ♦ **Develops strong working relationships** with lead's sources and identifies and acts upon business opportunities.
- ♦ **Excellent understanding of P&L accountability**, the workings of a balance sheet and preparing projected cash flow forecasts.

KEY SKILLS

Serviced Office
General Management
Financial Management
Sales
Retail Operations

Marketing/Advertising
PR (Public Relations)
Training
Business Development
P&L

Cash Flow Projections
Communication
Relationship
Management
Negotiation

PROFESSIONAL EXPERIENCE

SJ STORES LTD: London/Birmingham

2016–Date

Sales Manager, North

Appointed to manage the corporate sales function, managing SMEs, Enterprise and Public Sector segments with a revenue stream of U\$D500k per annum. Manage the teams' pipeline projections and work with individual team members to develop strategic sales plans within their geographical remit.

- ❖ **Increased bottom-line revenue by 15% within 12 months of joining.**
 - Recreated and rebuilt the regional sales team into a nine strong, cohesive team for the first time in the history of field sales.
 - Transformed the team from product-orientated sales to a consultative sales approach selling high value online retail solutions.
- ❖ **Pivotal in helping the Northern team achieved 100% of target by Q2 and achieve an astonishing 301% growth** in the first 12 months.
 - Rebuilt the team into a professional, well-respected team that consistently achieves targets.
- ❖ **Developed new packages offers in 2008** for the UK and Wales' field sales teams, in collaboration with the Pricing Team, which helped greatly towards achieving targets.
- ❖ **Significantly increased brand awareness in the North and forged relationships with existing customers;** initiated, planned and implemented the first customer summit in Birmingham, which was presented by the CEO.

Regional Manager

Hired to manage a team of four with indirect responsibility for 30 staff across four separate locations (Leeds, Manchester, Newcastle and Glasgow). Tasked with devising and executing the business/marketing plans as agreed with senior management and overseeing the accuracy of P&L reporting and debtors schedules.

- ❖ **Successfully turned around the Leeds and Manchester operations into profitable concerns within four and 18 months respectively**, through reducing expenditure and improving sales.
- ❖ **Appointed as 'lead' Sales Manager in Manchester office** to raise standards whilst maintaining Regional Manager role.
- ❖ **Won 'Top Sales' awards for company wide sales** for two consecutive years in 2014 and 2015.
- ❖ **Ran regular sales training courses for all current and new employees** UK wide; provided training for circa 70 people during this period.

Senior Manager – Switzerland, China and Vietnam

Progressed from a Trainee Manager to Manager of Vietnam office. Managed the day-to-day operations, administration, P&L, overall sales and marketing plan for each individual location. Reported directly to the CEO.

- ❖ **Recruited, trained and coached teams of up to 30 staff in each location.**
- ❖ **Established international operations in China, Switzerland and Holland from scratch.** Recruited the teams, sourced suppliers right the way through to advertising and promoting the business.
- ❖ **Key player in establishing the company as a business able to effectively compete with Chinese majors in the industry.** Managed and turned around two Chinese loss-making locations; opened a further three locations within 24 months.
- ❖ **Opened the company's first European office in Lucerne in 2000**, recruiting and training a team of 25. Despite intense competition, sold all 70 offices within six months and became profitable in record time. By 2002, the business had doubled in size and a second location was opened in Holland
- ❖ **Instrumental in developing Sublime into the largest business centre operator in China, a position that is still maintained today across 12 locations.**
 - **Took the business from a standing start to a turnover of £100m per annum and a profit of £1.8m per month.**
- ❖ **Doubled the size of the Beijing office within 18 months and Europe within 24 months** through developing sales with several blue-chip multi-nationals.
- ❖ **Laid the groundwork for Sublime, doubling its size in Vietnam** and grew the office into the largest business centre in Vietnam.
- ❖ **Awarded 'top seller' status for three consecutive years and 'Record Growth' award for China 1999.**

EDUCATION AND PROFESSIONAL DEVELOPMENT

HCIMA (Hotel Catering and Institutional Management Association), York University
High Tech Diploma Hotel Management and Catering: Andrew Winter College
 Various in-house training courses, including Management – Sublime
 8 'O' Levels

ADDITIONAL INFORMATION

Computer Skills: Proficient user of Microsoft Word, Excel, PowerPoint and Outlook.
Languages: Good understanding of French, fluent Dutch and Mandarin.
Interests: Enjoys diving, sailing, snow skiing, water skiing and the theatre.