

# WILLIAM J. WOODS

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## BACKGROUND SUMMARY

A self-starting and motivated sales executive with a career developing the international sales expansion for both large and small companies. Constructed the most profitable strategy for each situation, establishing a combination of overseas offices, strategic partnerships, sales/marketing channels and localized material for the best market exposure and sales penetration within each country. Built the international sales from zero to over 60% of many companies' totals. Responsible for the sales, marketing, technical support and operations for companies wishing to grow their profits outside of the U.S. Expert in building foreign relationships and maximizing international sales potential.

## KEY SKILL SUMMARY

Direct Sales  
Product Introduction  
Strategic Planning  
Forecasting

International Business  
Product Development  
Solutions Implementation  
Distribution Channels

Startup Operations  
Project Management  
Marketing Promotions  
Training

## PROFESSIONAL EXPERIENCE

### **President, WW Trading.**

2003-Present

Currently serving as the international sales arm for over a dozen separate brands in the sporting goods market. Identify brands often in start-up stage, secure exclusive sales rights and build sales to support the growth and maturation of each company. Solely responsible for all sales development including marketing strategy, trade show exhibition and the creation of sales material as needed. Identify, initiate, develop and maximize the relationships with a comprehensive collection of distributors and resellers worldwide. Expanded focus from international markets to include the US and Canada as the success of our sales model has grown.

### **International Sales Director, Minds At Work.**

2001-2003

Expanded the international launch and sales for a digital camera mass storage device from 8 distributors to a worldwide coverage of over 30 sales partners. Targeted the professional camera and portable computer storage markets to maximize the brand name through reseller promotions, bundling and country/region-wide trade shows and advertising. Sales doubled in the first month and increased to over three times their original value in the second quarter. Responsible for the sales, market/partner development, strategic promotions and overall account management for all territories outside of the US and Canada.

### **Director Asia-Pacific / Latin American Sales, RC Networks.**

1999-2001

Initiated and grew the international sales partnerships and strategies for a manufacturer of Internet high-speed bandwidth / networking hardware. Utilizing a channel model for distribution, our target markets included country-wide telcos, CLECs, ISPs, multi-tenant office building / apartment owners and hotel management companies. Built the sales and exposure for this territory from zero to the fastest growing region accounting for over 40% of company earnings. Responsible for the development and allocation of the training, marketing and sales resources throughout the region.

### **International Sales Manager, Real 3D / Lockheed-Martin.**

1997-1999

Directed the international launch and sales for a complete line of video accelerators. Managed the hiring and physical establishment of the sales / marketing support offices in Tokyo and Taipei. The broad product offering from this division of Lockheed Martin encompassed an expansive range of high-end graphic engines for military flight simulators, 3D laser cameras and mass-market PC video cards. Worked closely with our Far East partners comprised of Intel, Lockheed Martin Global and Sega. Sales channels established included OEM, distribution, licensing and direct to large government / corporate agencies. Accountable for the territory's monthly budgets, sales targets, marketing strategy, facilities and personnel. Expanded sales channels and volume significantly each consecutive quarter.

**International Sales Manager**, Allegiant Technologies, Inc. 1995-1997  
Directed the international sales, marketing and localization of Allegiant's complete multimedia / Internet software product line. The international distributor count was expanded from 5 to 28 distributors. Responsible for all aspects of the successful localization and launch of the French, German and Japanese language versions. International sales increased to over 40% of total reseller revenues. Sales were maximized through distributor, catalog, educational and OEM channels.

**International Sales Manager**, Franklin Telecommunications / LAN Performance Labs. 1993-1995  
Launched and established international distribution channels for an industry-first "Fast Ethernet" and Wide Area Network product line. Maintained direct responsibility for sales and budgetary forecasts. Profits from international sales rose from zero to over 70% of company earnings.

**International Sales Manager**, Pacific Data Products. 1991-1993  
Managed, developed and maximized the "Rest of World" territory (Africa, Australia, Eastern Europe, Far East, Latin America and Middle East) expanding departmental per employee profits each consecutive quarter. Initialized sales and market awareness for HP compatible printer peripherals in unexplored markets resulting in a 30% increase in monthly revenues. Cultivated existing business through targeted marketing programs including trade show participation, dealer training and countrywide promotional events. Implemented inventory and sales tracking for all distributors, providing real sell through data and accurate growth forecasting.

**International Sales Manager**, Jasmine Technology / iDS Systems. 1990-1991  
Coordination of marketing, sales and management functions with a leading hard disk drive OEM. Responsible for expanding international sales over 500% through the distribution and end-user channel on every continent. Constant communication and support was supplied through fax, phone and international travel.

**Sales Manager**, Pacific Forwarding / Air 7 Seas Transport Logistics. 1988-1990  
Coordination of marketing, sales and management functions. Responsible and knowledgeable in all aspects of International Freight Forwarding (Import and Export) including Letter of Credit negotiations, export documentation and shipping by all modes of transport. Influential in the birth and maturation of a new company owned by Pacific Forwarding. Responsible for the development and implementation of the Tariff and sales strategy for an International Consolidation Service using both air and ocean modes of transport for export trade.

## **EDUCATION**

**B.S. Economics**, Santa Clara University. (June 1988) International Business Minor with an emphasis in East Asian trade. Business Classes Complimented, Sophia University, Tokyo, Japan. (August 1987) GPA: 3.0. Languages: Japanese.

## **SKILLS/PERSONAL**

**Advanced Computer Skills**, IBM and Macintosh. Fully versed in leading software (Office, Quark, Photoshop, Illustrator and web development tools).

**Big Brother**, Big Brothers/Big Sisters of Santa Clara County. (June 1989 to June 1992)

**References furnished upon request.**