



CORY LAWING



Your Future Talent



PERSONAL



15/06/1986 (34 years old)



American



Marseille, France



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Drivers Licence



PRO SKILLS

- Business Development
- Management | Leadership
- Project Management | Organization
- Entrepreneurship
- Reporting | Analyzing
- Lifelong Learner
- Interpersonal Skills



TECH SKILLS

- Microsoft Office
- Excel
- Salesforce + CRM Automation
- KPI Dashboards
- LinkedIn Sales
- Website : CMS + Html5 + CSS
- Design Tools: Canva + Figma
- SEO + Google Analytics



LANGUAGES

- English (Native) ●●●●●
- French (Fluent) ●●●●●



WHY ME?

- **10 years** in Business Development, Account Management, and Sales
- **6 years** of management/leadership with multinational teams
- **Personality:** Relentless Motivation, Open-Minded, Innovative, and Positive



WORK EXPERIENCE

2019 - Present | Co-founder

Clic'n Clac (Marseille, France)

- Creating and presenting 3-year Business Plan, Marketing Strategy, and Financial Forecasts for banks/investors - obtained financing needed
- Development of a 'user-friendly' web-based app making the app autonomous website, and database with CRM to create a passive income company
- Building and maintaining relationships with decision-makers - upselling/cross-selling, maintaining a high level of partnership satisfaction

2017 - 2019 | Director of Business Development / Operations

Groupe Adiona - MIA (Venelles, France)

- Drive the future of the company: research markets, conceptualize new services (providing additional **12%** profit), optimize and **streamline** business processes
- Establishing annual and long term business plans
- Creation and implementation of a global sales strategy and processes (B2B & B2C) - achieving **15%** annual growth
- Define and analyze KPIs, creating Salesforce dashboards to accurately measure and identify areas of improvement - monthly reporting to CEO
- Create a marketing strategy that focuses on high acquisition via social networks, growth hacking, and paid advertising methods
- **Management** of recruitment/sales B2B & B2C teams (**24 employees**) maintaining motivation and high performances
- Representing the company at Trade Shows, Universities, and Media events

2014 -2017 | Business Development Manager / Key Account Manager

Groupe Adiona - MIA (Venelles, France)

- Developing partnerships and driving revenue growth with companies including (**Apple, Bosch, Amazon**, etc) achieving **32% annual revenue growth**
- Implementing strategic plans to manage and grow global accounts
- Conceptualizing Salesforce to increase sales/prospection productivity
- Prospecting key businesses globally, contacting the decision-makers, developing relationships for short and long-term revenue opportunities
- Expanding and optimizing sales/recruitment process to increase sales
- Management of sales/B2B team (6 employees), maintaining objectives
- Develop marketing materials, such as product descriptions, brochures, presentations, websites, and other materials

2009 - 2011 | Account Manager / Sales Representative

Orientique (Brisbane, Australia)

- Be the primary point of contact and build long-term relationships with customers helping them through email, phone, and presentations
- Target and grow lines of business in strategic accounts
- Planning and presenting reports on account progress, goals, and quarterly initiatives to share with team members



EDUCATION

2004 - 2009 | Bachelor of Business Administration (BBA)

University of Nevada Reno (USA)



Book an Interview here!