

# CAROLINE JOHNSTON

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## Professional Summary

Ambitious and performance-driven Sales Director with over 13 years' progressive growth through client relationship and account management roles. Biotech expert leveraging French and Spanish fluency to expand European and Latin American business, bring cultural enlightenment to teams, and generate innovative sales strategies for increased market share.

## Technical skills

- Sales and Marketing strategy
- International markets familiarity
- Territory development and management
- Mentoring and coaching
- Contract negotiations
- Operations and HR management

## Leadership skills

Relationship/ team builder, creative, motivator, problem-solver and dedicated

## Work History

### Sales Director

Mar 2018 - Current

Bertin Corp

Rockville , MD

- Implemented marketing strategies which resulted in 20% growth of customer base.
- Grew the Life Sciences business from 1.8 million to 2.5 million, maximized company profit, forming sales strategies to keep the company competitive and innovative.
- Exceeded sales goals through effective time management and resource allocations.
- Hired, trained, and built high-performing team of Sales reps, Application Scientist, Office Clerk, Marketing Interns.
- Boosted profits through effective supervision of the entire sales department.
- Formed strategic business partnerships and contracts with new companies to expand territory and distribution network over the Americas.

### Senior Area Manager

Jan 2016 - Feb 2018

Bertin Corp

Rockville , MD

- Managed the daily operations of Life Sciences and Defense departments generating \$4 million annually.
- HR management - Supervision of 30 individuals, monitoring performance, target setting, annual appraisals.
- Built lasting relationships with clients through outstanding customer service interactions which doubled sales value on orders.
- Identified new growth markets and set up new sales region in Latin America.

## European Area Manager

Sep 2014 - Dec 2015

Bertin Technologies

Montigny, France

- Management of Laboratory equipment distribution across Europe for the Biotech Industry and Defense fields consisting of over 50 distributors.
- Gained contract with the NSPA (NATO agency) and completed training with end users in the Italian Air Force.
- Obtained highest recorded monthly sales figures for lab equipment on two occasions.

## International Account Manager

Sep 2012 - Aug 2014

Vertech Group

Madrid, Spain

- Represented Vertech at two European Commission meetings for Horizon 2020
- In charge of market research and investment opportunities, developing business plans
- Translations for the company websites for Vertech and Exergy in both French and English

## Country Manager

Apr 2012 - Aug 2012

Zankyou Ventures

Madrid, Spain

- Management of online Advertising and Web Marketing (link building, forums, SEO, analytics)
- Substantially increased the web traffic of Zankyou UK website
- Successfully integrated Action Against Hunger UK as a feature on wedding list sites thereby generating donations.

## Business Teacher

Nov 2011 - Mar 2012

C.E.E Language Institute And Various Agencies

Madrid, Spain

- Teaching business English to Spanish Business Managers and Directors.
- Teaching students, preparing daily lesson plans, setting individual and group tasks , objectives and designing assignments.
- Commended on improvement of students' level of fluency and grades.

## Area Sales Manager

Sep 2009 - Jul 2011

Bertin Technologies

Wilmington, DE

- Developed proficiency in product and application knowledge and obtained large contracts with the USAAF and NASA.
- Responsible for market research, advertising and launch of French laboratory products and managed to run the business alone to extent a new subsidiary was then established.
- Responsible for: the business development, expanding and leading the distribution network, establishment of distribution agreements and contracts, exploration of new market segments, distributors and customers in the Biotech field.

## Key Accounts Manager

Sep 2005 - Jul 2009

Caledonian Alloys

USA, Scotland And France

- Promoted from Account Manager in Scotland to lead French office and then to develop business in LATAM for the US subsidiary
- Selected to control and manage a leading project consisting of three million pounds weight of high value

metal. This involved developing new concepts for the B2B contract.

- Supervision of fifteen specialist and technical employees who report on material preparation and deliveries
- In a Change Management capacity: implemented new IT systems, commercial and financial procedures which significantly improved trace-ability of material and profit margins.
- Fully responsible for negotiating contracts and managing sales and purchase pricing using market knowledge.

## Team Leader

Jan 2000 - 2005

Various Agencies

UK

- Worked on national product launches for brands including: Kellogg's, Miller and Nivea.
- Carried out market research, coordinated and events, responsible for merchandizing in stores.
- Achievements: Became team leader to oversee promo events including the MTV Awards.

## Education

### MBA

2014

EUDE ( Escuela Europea De Direccion Y Empresa)

Madrid

### Master of Arts: International Business And Languages

2005

Heriot Watt University

Edinburgh

### Bachelor of Arts: Management

2004

ESC (Ecole Superieure De Commerce)

Grenoble

## Certifications

- Certificate in Personal Development Coaching (2019)
- John Maxwell Leadership coaching certification (2017)
- University of Toronto Psychology certificate (2017)
- SVQ Certification with specialization in Quality Management and Leadership (2006)
- Certification in Teaching English as a Foreign Language (2005)