

GERALD MAILLAND

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Experience

Aug. 1996
to date

OMNI SURGICAL , S.A. Rochester, NY

(Surgical equipment manufacturer—\$55 million, sales)

Research Analyst — New Markets

- Conducted a detailed study of the medical device market in Mexico. Managed a two-month research effort, including surveys, interviews and customer visits.
- Identified a new \$10 million market, and drafted and presented a market penetration strategy to CEO.
- Led five-person product development team and implemented market entry strategy with Regional Sales Manager.
- Established a new three-person office in Mexico City.
- Identified eight potential distributors and negotiated distribution agreements.

Jan. to
June 1995

J. WALTER THOMPSON LATIN AMERICA Mexico D.F., Mexico

Marketing Analyst — GENERAL MILLS account

- Analyzed effectiveness of General Mills's \$25 million Latin America advertising budget, and proposed reallocation of one-third of budget to higher value channels.
- Created the first standard P&L worksheet covering eight Latin American subsidiaries, which improved cash forecasting capabilities, and allowed office-by-office profit analysis.
- Proposed a brand extension strategy for the chocolate Ready to Eat cereal market, which formed the basis of new product development efforts.
- Made regular presentations about business unit performance to executive committee.

Summer 1994

OMNI SURGICAL, S.A. Paris, France

Intern — Controller's Department

- Devised a valuation tool to analyze lifetime cost of manufacturing equipment contracts and maintenance.
- Developed a valuation system for export contracts that captured exchange rate fluctuations.
- Improved the system for estimating and setting export contract profit hurdles.

Summer 1993

ELECTRICITE DE FRANCE Bordeaux, France

Intern — Controller's Department

- Forecasted electricity demand in Southwest France as a basis for bringing on additional generating capacity.
- Researched company's internal structure and external market position, and revised the standard company operating procedures manual used by 75,000 employees.

Education

1994–1995

GEORGE MASON UNIVERSITY Washington, D.C.

Master of Business Administration, Class of 1996

Concentrating on Global Marketing and Entrepreneurship.
One of only two students to qualify, based on 3.8 GPA in first term, for Graduate School sponsorship from ESLSCA and GMU.

1992–1994

NOTRE DAME BUSINESS SCHOOL Paris, France

Bachelor of Business, December 1995, International Business.
Ski team captain, co-creator of the baseball team. A.I.E.S.E.C. member.
Organized "International Week" welcoming Eastern European students.

1991–1992

LEROI PREPARATORY BUSINESS SCHOOL Bordeaux, France

Co-creator and editor of the school newspaper.

1990–1991

EXCHANGE STUDENT, REDMOND SR. H.S. Minneapolis, MN

Graduated in top 5% of class and won Academic Achievement Award.

Other

Fluent in French and English, proficient in Spanish, starting Japanese.