

# GEOFFREY D. SUMMER

3160 Apple Road  
Washington, DC 28120

gsummer@aol.com

Residence: 202-857-6336  
Cellular: 202-250-6654

## SALES MANAGEMENT & MARKETING EXECUTIVE

Self-directed, motivated sales executive with distinctive track record of success in taking startup, turnaround and high growth companies to new levels. Astute business acumen coupled with solid customer relations and operations expertise ideal for securing new business opportunities, expanding customer base and achieving corporate goals. Competent leader with success in building cross-functional teams and coaching employees to top performance. Core competencies and leadership expertise in:

**Strategic Planning / P&L Management / New Product Launch & Positioning  
Sales Initiatives / New Business Development / National & Regional Sales  
Sales Training & Team Leadership / International Marketing / Growth Strategies  
Business Partners & Alliances / Customer Service & Retention / Marketing Plans**

### JOB TARGETS

**Position Level:** Executive Vice President / Senior Vice President / Director

**Focus Areas:** Sales, Marketing and New Business Development

**Industries:** Financial Services • High Technology • Manufacturing

## CAREER PROGRESSION

**Executive Vice President, Sales, FAIRLEIGH COMPANY, Alexandria, VA (2004 to present)**

- *Performance Impact: Exceeded sales and profitability objectives for manufacturing plant originally inundated with declining product quality, inadequate operating facilities and consistent production delays.*

**Vice President, Sales & Marketing, GLENDALE POWER SYSTEMS, INC., Glendale, MD (1999 to 2004)**

- *Performance Impact: Realized positive cash flows and increases profit margins for three underperforming divisions for first time in the company's history.*

**Director, Operations, PETERSON AVIATION GROUP, McLean, VA (2000 to 2002)**

- *Performance Impact: Built Retail Services into company's highest revenue-generating division in 18 months by reengineering internal operations and implementing new sales initiatives.*

**Vice President, National Sales, MERCEDES INTERNATIONAL, Pentagon City, VA (1989 to 1999)**

- *Performance Impact: Expanded global customer sales base with 90% customer retention rate for new product line generating \$700 million in annual revenues.*

## EDUCATION

**MBA – Executive Program, Georgetown University**

**BS – Business Administration & Marketing, Princeton University**