

NANCY STEFANSSON

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SUMMARY

Senior sales executive with record of progressively responsible positions in the consumer products and computer industries. Solid experience in managing all aspects of projects from conception through completion. Excellent communication skills demonstrated by ability to work with people at all levels and diverse backgrounds. Enthusiastic, creative and able to work efficiently in a fast-paced environment. Areas of expertise include:

♦ Sales Management	♦ Channel Operations
♦ Strategic Development	♦ Brand Management
♦ Retail Merchandising	♦ Project Management

PROFESSIONAL EXPERIENCE

KASPERSKY LAB

2006 – Present

Vice President of North American Retail Sales (2012-Present)

Senior Director of North American Retail Sales (2009-2012)

Director of North American Retail Sales (2006-2009)

Managed the company's consumer retail business for the U.S. and Canada, building that business from start-up to over \$80 million annually.

- Manage entire retail business from manufacturing to consumer promotions on the shelf.
- Responsible for all retail sales and marketing programs.
- Manage all physical manufacturing, shipment, and delivery for all consumer products.
- Established Kaspersky on shelf in over 11,000 retail outlets in just 15 months.
- Grew U.S. market share from 0% to 20% in 28 months.
- Achieved #2 position in U.S. retail sales for the category in 28 months. Achieved #1 position 18 months later.
- Experienced the largest growth than any competitor in the industry.
- Consistently exceeded revenue goals.
- Won vendor partner-of-the-year award at CompUSA and Best Buy BRAVO Award.
- Named Kaspersky Lab "Person of the Year" 2009.
- Achieved Kaspersky Lab "President's Club" 2010, 2011

HEWLETT-PACKARD COMPANY

1992 - 2005

Account Marketing Manager (2003-2005)

Designed and implemented marketing and merchandising programs that achieved \$1.7 billion in sales of products through a retail office supplies superstore.

- Orchestrated the creation and implementation of the first ever cross category product in-store shipper which resulted in significant sales during peak holiday selling season.
- Established a process that ensured successful design, creation and in-store execution of end caps.
- Delivered best in class account specific marketing programs.
- Managed on-line product and sales training program as well as in-person training seminars for account sales associates.
- Developed, secured funding and implemented a targeted end user marketing program that increased sales in the small business market segment.
- Managed HP brand and messaging program present in all marketing vehicles.

Channel Marketing Manager (2001-2003)

Developed and executed channel wide end user marketing programs that achieved \$1.5 billion in sales of products in the wholesale and independent reseller channel.

- Developed and implemented wholesale channel training and motivation program that exceeded goal of training 85% of sales force.
- Designed and executed channel and account specific end user marketing programs.
- Created end user marketing materials.
- Managed trade show participation including booth design, products showcased, signage, booth set up, booth tear down and staffing.
- Selected for team that redesigned reseller funding and payment program.

Marketing Specialist (1997-2001)

Implemented marketing programs that achieved \$1.1 billion in sales of products in retail and wholesale printing supplies accounts.

- Improved customer experience and increased sales by utilizing insight gained as a result of conducting in-store customer research.
- Managed funding program and created budgeting and planning templates.
- Redesigned catalog page layouts and streamlined catalog review process.
- Created activity cost database that detailed account costs for co-marketing activities.

Senior Financial Analyst (1992-1996)

Prepared and monitored the annual budget and forecasts and analyzed key investment decisions for Medical Products Group.

- Served on cross-functional product development teams to provide financial analysis to support resource allocation decisions.
- Managed expense budget cycle for worldwide marketing budget.
- Led a cross-functional Total Quality Control team which recommended and implemented changes that resulted in reduced time and inaccuracy of the annual fixed asset inventory process.

Business Analyst

European Headquarters, Geneva, Switzerland (1995)

Coordinated quota setting process and established detailed target guidelines in both dollars and local currency for orders, field selling cost, assets and headcount for each sales region.

ADDITIONAL PROFESSIONAL EXPERIENCE

W.R GRACE & CO. – Financial Analyst

Evaluated the impact of proposed capital expenditures on operations and identified key risks and alternatives. Coordinated the annual budget process. Monitored and analyzed economic and construction industry data.

EDUCATION AND PROFESSIONAL DEVELOPMENT

Master of Business Administration

Bentley College, Waltham, MA

Bachelor of Business Administration

University of Massachusetts, Amherst, MA

Numerous programs, conferences and seminars including: Negotiation Skills, Building a Market Focused Organization, Tuck School of Business Online Bridge Marketing Series, Total Customer Experience, Finding Customer Insight

Microsoft Office: Word, Excel, PowerPoint, Access, Outlook