

## HEATHER K. ASCANI

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### CAREER SUMMARY

A marketing and sales professional with over 10 years of highly successful experience in the pharmaceutical and multinational automotive industries. Recognized for overcoming barriers in local and international settings to initiate unique strategies that consistently win business. Demonstrated expertise with domestic and foreign client accounts through strong analytical, business planning and presentation skills. Proven ability to maintain and grow innovative and satisfying global customer relationships. Uncommonly flexible and adept communicator with insightful interpersonal skills enhanced by the ability to articulately communicate in French, English and Spanish.

### EDUCATION

**MBA**, International Business, Pepperdine University, Malibu, CA 1996  
**BA**, English, The University of Michigan, Ann Arbor, MI 1992

### PROFESSIONAL EXPERIENCE

THOMSON REUTERS Tax and Accounting, Dexter, MI April – December 2009  
Software Design and Marketing for Tax, Accounting and Financial Sector

#### **Associate Account Representative – Inside Sales**

Expertly developed initial and ongoing client relationships in software sales. Achieved 105% of individual sales quota for 2009 by October of that year. Successfully completed a 3-month rotation in Technical Support for UltraTax Tax Preparation software.

GLAXOSMITHKLINE PHARMACEUTICALS, Ann Arbor, MI 2003-2009  
Global Pharmaceutical Research and Manufacturing.

#### **Senior Pharmaceutical Sales Representative**

Managed sales of a respiratory product portfolio in the Ann Arbor, Brighton and Novi territory. Key team member performing direct sales interface with medical professionals, metrics and data analysis, marketing strategy formation and tactic implementation.

- Consistently exceeded respiratory portfolio sales targets between 2% and 42% over goal through effective customer targeting, precise messaging and gaining commitment, resulting in four consecutive years of Top 10 regional rankings.
- Achieved individual ranking of #1 for regional division sales in 2006 through exquisite customer focus and sales dialogue, strict resource management and effective presentation of product benefits resulting in an overall quota achievement of 105%.
- Gained team buy-in to adopt a sample management approach based on individual customer prescribing habits resulting in better resource distribution and average quota attainment of 107% in the first two quarters of 2008.

VISTEON AUTOMOTIVE SYSTEMS, Dearborn, MI 1998-2003  
Tier I Supplier of Automotive Components and Systems.

#### **Peugeot-Citroen Account Sales, Paris, France**

2000-2003

Managed sales interface with Peugeot-Citroen purchasing organization for Exterior Lighting and Chassis Systems, including sales presentation, proposal compilation and pricing negotiation.

- Obtained breakthrough business at Peugeot-Citroen with Visteon Lighting and Chassis product lines, leveraging strong interpersonal skills, computation abilities and streamlined internal relationships with an international, multi-disciplinary team.
  - Awarded two manufacturing contracts over an entrenched competitor within 18 months, resulting in annual revenues of over \$18M.

**Marketing Analyst, Chassis Systems**

1998-2000

Developed and presented business unit capabilities through data analysis, marketing plan development, sales brochures, technical presentations and cross-cultural team participation.

- Acted as communications lead for the cross-functional Volvo integration team in Sweden resulting in a successful information-gathering phase of the acquisition exercise.
- Delivered 1999 marketing plan to management and sales teams through regional and global market analyses, customer account targeting strategies and a communication method for technical sales resulting in enhanced support for business development.

BUSINESS CONSULTANT, Los Angeles, CA

1996-1998

Short-Term Contract Work in International Sales and Commerce.

**Airmotive, Inc. – Sales Associate, European Accounts**

1997-1998

Pursued and developed aftermarket client relationships for rebuilt turbine engines.

**E.M.M. Import / Export, Inc. – Marketing Associate**

1997

- Formulated sales strategy and negotiated international trade transactions for cotton ( pricing, payment terms and shipping ).
- Participated in effort to recruit corporate sponsors for the Samarkand International Music Festival through research on Uzbekistan and creation of marketing materials. Facilitated commitment by Ricky Martin to perform during the summer of 1997.

FORD MOTOR COMPANY, Rueil-Malmaison, France

1996

Automotive Manufacturing.

**Assistant Product Manager, Aftermarket Accessories**

Customer Service Division, Graduate Study Internship.

- Launched new seat-cover product line including market-pricing studies, creation of European product catalogues, ongoing price-homogenization negotiation with German finance department resulting in profitable revenue of \$360K and positive collaboration between Ford France and local aftermarket dealer networks.

IBM INTERNATIONAL BUSINESS MACHINES, Southfield, MI

1993-1994

Pennant Printing Systems – Aftermarket Service for High-Volume Printers

**Marketing and Service Coordinator**

Assisted printer sales and field service department with central administrative support.

- Authored marketing and promotional materials for effective communication to field engineers and improved vendor / client relationships.

**ADDITIONAL ACCOMPLISHMENTS**

Graduate International Business Study – Institut de Gestion Sociale, Paris, France

1995-1996

The Sorbonne Certificate of Grammar and Phonetics

1996

Department of Commerce Diploma of Business French

1995

Outstanding English Instructor Merit Award: Anglophonie Language School, Paris, France

1993

Royal Society of the Arts, Certified English Language Teacher, Cambridge, England

1992