

## SAMPLE MARKETING PLAN

### PROFESSIONAL OBJECTIVE: Corporate Finance / Treasury

Lead and execute capital market and treasury activities as well as financial and business transactions. Provide financial analysis and support of new business opportunities, business process development and improvement. Evaluate and communicate business unit and company-wide financial information through assessment of ongoing financial performance with forecasts, budgets and reports.

### POTENTIAL ROLES INCLUDE:

FP&A Manager

Treasury Analyst

M&A Associate

### POSITIONING STATEMENT:

Finance and business professional with experience at prominent Wall Street firms Goldman Sachs and Citigroup in investment banking and treasury transactions. Adept at financial structuring and analysis and in delivering high value solutions to organizations. Demonstrated ability to solve problems and identify key issues and relationships from a diverse set of data. Graduate of top MBA school.

### COMPETENCIES:

<i>Financial Analysis/Resear</i>	<i>Organizational Abilities</i>	<i>Problem Solving</i>	<i>Attributes</i>
Modeling company financials	Effective written and verbal communication skills	Project completion	Goal-directed nature
Cash management	Supervising analytical projects and staff	Gathering and analyzing and using data	Excellent interpersonal skills
Valuations	Presentation skills	Identification of key issues, objectives and relationships	Team player and Leader Energy & enthusiasm
Budgets, cash flow analysis	Project managements	Development of solutions and plan for implementation	Self-motivated
Credit transactions	Coordination and completion		Customer-focused
Company/ Industry Analysis			

**TARGET MARKET:**
**Geographic:**

Washington D.C., Maryland, Virginia, North Carolina, South Carolina, Georgia—Metropolitan areas or academic centers

**Types of Industries:**

Health Care (including pharmaceutical), Retail/Consumer, Media/Telecom, Financial Services, Energy

**Size of Organization:**

Fortune 1000 company or company has large finance department that involves broad areas of finance

**Organizational Culture:**

Atmosphere where collaboration and information sharing and high standards are prized and rewarded.

**TARGET LIST:**

<b>Health Care</b>	<b>Retail/ Consumer</b>	<b>Media/Telecom</b>	<b>Financial Services</b>	<b>Energy</b>	<b>Regional</b>
GlaxoSmithKline	Williams-Sonoma	ClearChannel Communications	Capital One	Duke Energy	UPS
Quintiles	Martin's	Media General	Jefferson Pilot	Southern	Marriott
WellPoint	Home Depot	Washington Post	Bank of America	Dominion	Delta
Coventry Healthcar	Lowe's	Discovery Communications	Fannie Mae	Progress	CSX Corp
Anthem	Smithfield Foods	Sinclair Broadcasting	Freddie Mac	ExxonMobil	Norfolk Souther
Caremark Rx	Belk	Gannett	USA Education		Georgia Pacific
Healthsouth	Black & Decker	Cox Communications	BB&T		Goodrich
Duke Hospital	Mars	Time-Warner's CNN	SunTrust Banks		Nucor
Reichhold	Neiman Marcus	Comcast	Wachovia		Sonoco Product
BASF (Agric.)	Performance Food Group				NVR
	Philip Morris				SAS Institute
					Cisco