

# JOHN COLLINS

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## GLOBAL BUSINESS GROWTH STRATEGY & EXECUTION: CEO / CIO

**Integrating Technology & Scalable Business Solutions • Implementing E-Business Strategy • M&A**

**Global Business Growth Strategy and Execution as CEO and CIO** with a background of leading business initiatives to penetrating domestic and foreign markets producing exceptional sales, leveraging technology innovation, and driving profitability for multiple business sectors in both large firms and startups. Expertise leading large staffs, optimizing performance, merging technologies, increasing market value, and building notable IT platforms. Skilled collaborator, connector, and builder of enduring stakeholder relationships.

### CORE COMPETENCIES

- Brand & Product Penetration
- Strategic / Tactical Execution
- Executive & Team Recruitment
- Multi-Functional Leadership
- Optimizing Financial Performance / ROI
- Maximizing High-Volume Supply Chain
- Market Analysis
- Cost Control
- Leveraging Global Partners

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### PROFESSIONAL EXPERIENCE

#### AMERICAN EAGLE CORP | Edina, MN

**2015 – Present**

A food export company generating more than \$130 million in revenue.

##### President

Worked to bring American food products to the China market. Developed business relationships in China, created a Chinese subsidiary, built the supply chain and logistics function, formed the product distribution channels, and established product and pricing functions.

- \$29 million gain in company market value achieved while facilitating tax efficient income repatriation by installing a Chinese subsidiary company, transfer-pricing methodology, and a sales strategy.
- Facilitated seamless market entry and product development by applying detailed market research, a SWOT analysis, financial strategies, and business development initiatives.
- \$13 billion China market positioned to penetrate through the funding of product purchases and the establishment of efficient supply chains.
- Set the firm up to enter the \$13 billion China imported food market by forming strategic relationships with local import and logistics companies in China.
- \$131 million in gross sales generated by assessing market potential and implementing a sales function in China for imported products.

#### DIGI-KEY CORPORATION | Thief River Falls, MN

**2007 – 2015**

The fifth largest distributor of electronic components in the world.

##### Managing Director - Asia Pacific | 2013 – 2015

Led 95 direct and 40 indirect reports. Oversaw the Asian companies including P&L and the business development, sales, marketing, technology, and supply chain processes.

- \$150 million in revenue produced by leading a smooth market entry through market research and analysis, TAM / SAM development, sales program definition, and marketing planning aligned with Chinese business.
- \$21 million+ in first year sales achieved by creating a leading sales and marketing methodology for the APAC region using the dominant Asia internet search engine (Baidu).
- Completed the most efficient, industry-leading standard operating procedures to ensure efficient expense control and staff management in China and Hong Kong.
- \$10 million in annual saving attained by steering Asian supply chain deployment utilizing local customs, importing resources, and localizing logistics companies in China and Hong Kong.
- 133% YOY sales growth period facilitated by implementing a localized, superior E-commerce platform.

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**Chief Information Officer | 2007 – 2013**

Managed the IT function with 460 direct and 145 indirect reports.

- \$1.3 billion sales expansion realized by instituting search engine marketing and optimization initiatives.
- Built a number one industry-rated sales platform by leading the combined efforts of a best-in-class information technology group that included hiring 420 IT people and establishing all related IT functions.
- 380% expansion in daily transactions supported by implementing key state-of-the-art technology platforms to enable efficient scaling of the business.
- Recognized by electronics trade organizations as the top industry-rated e-commerce platform by addressing feature function industry benchmarks and applying solutions that exceeded goals.
- 19%+ annual sales growth accomplished by directing the formation of key sales platforms, optimizing product deliverables, and astutely managing a \$110 million budget.

**US BANCORP | Minneapolis, MN****2000 – 2006**

A large provider of banking, investment, mortgage, trust, and payment services products to individuals, businesses, governmental entities, and other financial institutions with 3,106 branches in the US.

**Senior Vice President - Advanced Systems Group**

Led the implementation of the largest, most complex bank information technology initiatives.

- \$240 million in sales revenue and \$23 million in savings realized by directing a program that transitioned from 29 different CRM systems to one platform, Siebel.
- \$200 million transformation fulfilled by integrating 30+ global banking systems and utilizing more than 600 IT and business personnel.
- \$45 million in income produced for the purchase card program noted by implementing a customer purchase card portal on the internet.
- 100 IT professionals hired by strengthening management of project deliverables to improve aging systems.

**—Additional Experience—****WELLS FARGO | San Francisco, CA**

An international banking and financial services holding company operating as the world's second-largest bank by market capitalization and the third largest US bank by assets.

**Vice President, Application Development**

Directed budgeting, development, and the integration of software systems for the institutional lending, home mortgage, and home equity group of companies. Managed 156 indirect reports and a \$70 million budget.

- \$1 billion in sales growth in the mortgage company generated by structuring the bank's first customer mortgage portal, allowing customers to initiate and pay mortgages online.

**AVUE CORP | Tacoma, WA**

A federal human capital management and services provider.

**Chief Technology Officer (CTO)**

Oversaw all aspects of the IT organization.

- 100% YOY sales growth produced by installing a new flagship Internet-based system.

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**EDUCATION AND PROFESSIONAL DEVELOPMENT**

**Bachelor of Science  
in Accounting**

Morehead State University

Executive Management Training, Wharton School of Business