

JESSE L. FERNANDEZ

+1 111.222.3456 | jlfno@gmail.com | <https://www.linkedin.com/notavailable> | San Diego, CA 92038

SENIOR VICE PRESIDENT, INTERNATIONAL AVIATION SALES

Maximize Revenue and Profitability through New Market Entry and Global Expansions

Marketing | Business Development | Account Management | Customer Service

SALES LEADER: led efforts to enter **3** large geographical regions—Africa, the Middle East, and Central/South Asia—in current role at Company TWB. Assessed market potential, formulated marketing strategy, exploited sales opportunities, and aggressively pursued revenue objectives. Generated **\$75M+** in last **3** years by winning **10** new contracts.

GLOBAL BUSINESS EXECUTIVE: developed fluency in **5** languages, pursued business development initiatives in **4** continents over course of career at Company TWB, and established global network of **1.5K** aviation-affiliated contacts.

AVIATION INDUSTRY EXPERT: acquired broad understanding of business (e.g., marketing, operations, and supplier management) during **10+** years at Company TWB and built a reputation as a thought leader by presenting on topics related to sales and marketing at industry conferences, professional workshops, and local universities.

TALENT MANAGER: selected, onboarded, and trained **12** employees; mentored dozens of less experienced team members; and created division-wide performance management system and succession plans.

CORE STRENGTHS

Leadership & Management	Talent Development	Coaching & Mentoring	Negotiations
Strategy & Operations	Go-to-Market Strategy	Product Marketing	Lead Generation
Client Onboarding	CRM	Finance & Accounting	Business Intelligence

PROFESSIONAL EXPERIENCE

COMPANY TWB 2009–Present

VICE PRESIDENT, GLOBAL SALES, San Diego, CA 2017–Present

Lead **15**-member support team (dotted-line relationships) in handling all global marketing interactions with Airlines in Africa, the Middle East, and Central/South Asia. Develop strategic relationships, ensure company solutions meet customer needs, and demonstrate value of company products. Align groups throughout the organization to execute sales strategy and expand long-term revenue and profits.

Marketing & Sales

- Contributed to billion-dollar sales deals by promoting products, presenting financial options to clients, and interacting and negotiating with Airline executives and Boards of Directors.
- Generated **\$75M+** in revenue during **3**-year period by strengthening sales plans for **10+** key customer accounts.
- Transformed business plans from **16** groups into unified market-oriented strategy for Africa. Gained organizational support for strategy by involving **30** internal stakeholders from various enterprise divisions.
- Spearheaded efforts to evaluate market conditions and to identify sales prospects in the Middle East and East Africa.
- Built relationships and promoted company brand by presenting at conferences (e.g., Airlines Economics Conference) and hosting **5+** week-long workshops (on aviation topics) with participants, including senior leaders from airline industry.

Settlement Negotiations

- Facilitated settlements involving 787-Turbo aircraft by computing fair damage compensation figures and serving as trusted advisor to Company TWB's C-Suite during negotiations. Mended relationships with key customers.

Talent Development

- Selected, trained, and mentored **12** staff members.
- Improved onboarding process by creating comprehensive handbook and wiki platform.

COMPANY TWB, Continued

REGIONAL MARKETING DIRECTOR, Longacres, WA 2016–2017

Led marketing efforts for major South Asian accounts.

- Generated and supported revenue by creating robust long-term account plans for **10+** current customers.
- Improved outreach to clients by designing and launching new market strategy and plans.
- Established local marketing presence and awareness by partnering with nearby colleges/universities and participating in industry events.

PRODUCT MARKETING ANALYST, Longacres, CA 2015–2016

Served as liaison between Programs and Sales as well as operated as product and competitor expert, marketing/sales consultant, and product analysis representative for North East Asia Regional Marketing meetings.

- Supported revenue-generation by creating new content to use in sales campaigns for 727, 797, and 757 products.
- Advanced sales goals by developing aircraft positioning and promotion strategies.
- Improved sales process efficiency—reduced manual labor by **1,000s** of hours—by making business case for installing new enterprise-wide content management system. Worked cross-functionally, including with CTO, to implement system that represented company’s first instance of adding unstructured data to the Cloud.
- Communicated product and sales data to organization by contributing to weekly product analysis and sales newsletter and by releasing information via product updates, infoshares, and e-infoshares.
- Selected to be part of company’s competitive **2-year** Leadership Development Excellence Program. Informally led **25-** member team and deployed enterprise-wide marketing plan, increasing program participation from **10% to 55%+**.

SENIOR AERODYNAMICS ENGINEER, 797-X Lines, Loads & Laws, Everett, CA 2013–2015

SENIOR AERODYNAMICS ENGINEER, Aircraft Performance, Everett, CA 2012–2013

SENIOR AERODYNAMICS ENGINEER, High Speed Configuration, Everett, CA 2009–2012

- Supported sales by producing performance guarantees for certified and product development airlines. Authored guarantees for largest single order in aviation history—valued at **\$56B**—for 150 twin-aisle aircraft.
- Enhanced 797-X airplane program’s net present value by **\$500M+** by working with team to build integrated solution.
- Turned around **4-month-late** Environmentally Responsible Aviation contract and led the development of futuristic aircraft capable of **40%** fuel reductions and **65%** fewer emissions. Published final design in *Aviation Trends*.
- Developed margin policy for critical technical issues, retiring expensive risk test flights with minimal cost and replacing them with more economical performance measures.

PROFILE

EDUCATION: MBA (GPA: **4.0**), Finance & Entrepreneurship, **Harvard Business School**
 MS (GPA: **3.8**), Aerospace Engineering, **Yale University**
 BS (GPA: **3.9**), Aerospace Engineering, **Harvard University**
 BS (GPA: **4.0**), Aerospace Engineering, **Cambridge University**

PATENTS: Patent #: 20222232 | Title: Low Octane Emission Drones Integrating Rocket Fuel and Hydro Fuel Turbo Engines

GLOBAL COMPETENCE: Lived in **4** continents. Speak Portuguese, Tunisian Arabic, English, Chinese, and Spanish.

VOLUNTEER WORK: LEDGE Robotics Judge, Board Member of New York State Robotics Council

PERSONAL ACHIEVEMENTS: Obtained private helicopter’s license and designed Coldair Sportsman SV kit airplane. Designed and set altitude world record for autonomous solar-powered aircraft under 15kg. Climbed Mt. Conetoe and Mt. Greensboro.