

# CHARLES E. MULLINS, JR.

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## WEB DEVELOPMENT AND DESIGN / DIRECTOR OF INTERNATIONAL BUSINESS DEVELOPMENT

**Internationalization, Globalization and Localization / .NET Website Programming C# / International Management, Marketing Analysis & Agreements / Export Regulations & Compliance / FCPA / Budgeting / Project Management / Market Penetration / Strategic Planning / Localization / P&L B2B / Product Marketing & Development / Forecasting / Competitive Analysis / Market Rollout / CRM Intellectual Property / Territory Development / Licensing / Internet Strategies / Strategic Partnerships**

Multilingual international sales and marketing executive applying business and programming skills to enhance internet presence, dramatically increasing revenue and improving processes for small and large firms in computer systems, hardware/software technologies, medical equipment and healthcare educational materials. Worked with multiple cultures worldwide, analyzing markets, prioritizing opportunities, building relations, and creating products relevant to consumer and market needs. Reorganized international sales departments, managed worldwide Territory Directors, negotiated international contracts and joint development and cooperation agreements, and contributed to corporate strategic plan as key member of International Strategic Planning Team. Led product development teams, developed global strategy, and streamlined and managed Tech Support.

Providing essential link between web developers, marketing, sales and product development. Confident leader, working well with all levels of an organization. Astutely analyze complex situations, internally processing ideas and delivering creative solutions. Adept at leading professional teams with diverse skill sets and backgrounds to focus on projects. Loyal and aggressive, driven to exceed aggressive corporate goals.

**MBA**, International Management, **Thunderbird Graduate School of International Business. Bachelor of Arts**, Texas A&M University. **Candidate for Microsoft Certified Technical Specialist (in web development)**, New Horizons Computer Training and UC Santa Cruz Extension (completed courses in .NET web programming (C#), System Architecture, HTML, Internet Marketing and Sales, Project Management, and Web Design.) **Fluent in English, German and Spanish; proficient in French and Mandarin Chinese.**

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### NOTABLE ACHIEVEMENTS

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- **Led region to first-time profitability, increasing revenue 35% revenue in Y1 and additional 50% in Y2.**
- **Drove AHA sales in Japan from \$250K to \$1.5M in year one.**
- **Established consistent AHA international sales reporting, ensuring up-to-date monitoring of product shortages, production schedule and proactive problem interventions.**
- **Revamped product development process and expanded vendor/distribution network, reducing time to market up to 50% for AHA ECC and incorporating international division into product development process.**
- **Conceived and implemented International Working Group for ECC, recruiting professional allies and fostering understanding of globalization to save millions of dollars in product development for AHA.**
- **Spearheaded production of AHA international translations in 40% less time than previous editions.**
- **Streamlined Telesensory Tech Support and Customer Service improving response time to customer calls.**
- **Developed bundled Telesensory marketing program using inexpensive application software, driving sales of high margin hardware, increasing hardware sales 40% in first six months.**

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### PROFESSIONAL CAREER HISTORY

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**Director**, ECC International Program / **Territory Director**, Latin America and EMEA, American Heart Association, 2004 to 2008. Managed up to \$5M budget and staff. Reorganized international department to support translation, localization and distribution of 300 cardiovascular care training/educational products in 17 languages in 12 months. Negotiated joint development and cooperation agreements with ministries of health/medical societies. Managed Territory Directors in Asia/Latin America, and developed incentives to promote training to drive educational material sales.

**Prior: Vice President of International Sales**, Freedom Scientific, 2000 to 2003. Held full P&L responsibility for \$2M and four direct reports. Developed and implemented policies and procedures for new International Sales Department. Negotiated contracts and agreements with key clients and government officials to solidify market presence and increase sales. Directed localization of software and hardware products in 19 languages. **Foreign Expert**, Beijing Second Foreign Language Institute, 1998 to 2000. **Marketing Manager, Product Manager and Territory Sales Manager (International and Domestic)**, Telesensory Corporation, 1987 to 1998. **Export Manager**, Medasonics, Inc.