

Graham C. Peterson

Vice President of Global Business | JV Board Chair

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Revenue Turbocharger for World-Class Manufacturers

Powering sales, boosting market share, and propelling company to market dominance

Opportunity spotter who has identified and tapped into emerging markets – providing the vision and strategy to deliver four consecutive years of profitable growth. Change agent who reshaped culture and rallied teams around business transformation.

Career Wins ▶ GM: \$208M ▪ Toyota: \$24M ▪ Honda: \$35M ▪ Nissan: \$22M ▪ Porsche: \$19M ▪ John Deere: \$158M

KEY LEADERSHIP STRENGTHS

New Business Development | P&L Oversight | Corporate Development | Strategic Planning | Financial Analysis | Financial Planning | B2B Sales Management | Contract Negotiation | Global Workforce Management | Change and Transition Leadership

PROFESSIONAL EXPERIENCE

Autoworks Systems | Troy, MI | A \$5.3B global coatings company serving automotive and industrial customers.

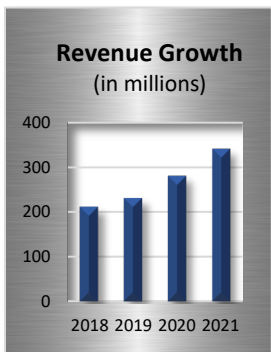
Vice President of Global Business (02/2018 – Present)

P&L authority | \$335M global revenue | \$54M JV | 18 customer plants globally | 10 direct reports | Global workforce: 155

Promoted to drive global business development with Fortune 500, automotive OEM customers. Create strategies and initiatives for long-term growth and profitability. Shepherd a team of 155+ people spanning nine countries. Travel globally to oversee service, build lasting customer relationships, and negotiate contracts.



Global Oversight



Propelled revenue by an average of 13% annually for four straight years while maintaining a robust profit margin of 8.5%.

- ▶ **Expanded** into the emerging electric vehicle market, augmenting revenue by **\$14M** annually.
- ▶ **Elected Board Chair** for a \$54M joint venture (JV) in Japan, leading long-term strategy and P&L. Devised a roadmap that restored JV profitability within one year.
- ▶ **Transformed culture** with a service-oriented vision to cultivate lasting customer relationships.
- ▶ Rescued a jeopardized Toyota account by rebuilding trust over a two-year period – winning **\$24M** annually in new business.

Regional Business Director (09/2016 – 02/2018)

P&L ownership | \$155M regional revenue | 11 facilities in North and South America | Five direct reports | Regional workforce: 28

Grew and developed accounts with Japanese and Korean automakers in the Americas. Supervised five sales and service managers and a total workforce of 28 at 11 facilities throughout North and South America.

- ▶ **Negotiated \$22M** in annual Nissan business, **displacing a major competitor** and winning the *first* plant in the U.S. Doubled annual revenue with customer within 18 months.
- ▶ **Salvaged \$9M** in endangered Honda business by traveling to Mexico and restoring relations.



Regional Oversight

BEGC | Trenton, NJ | The world's leading chemical company. \$90B, with operations in more than 80 countries.

Global Key Account Manager (01/2007 – 09/2016)

Accounts: Global automotive and heavy equipment OEMs | Five direct reports

Managed a team of Regional Account Managers to build global sales. Forged lasting relationships with key decision makers with automotive and heavy equipment OEMs. Drove sales process from proposal through contract. Provided stellar sales support to achieve a competitive advantage. Traveled the globe to service accounts, negotiate contracts, and oversee manufacturing – managing the engineering lifecycle from R&D to customer.

- ▶ Landed a **\$158M** deal with John Deere – the **largest single contract** for a divisional group and the **first-ever sale** of catalysts to the heavy-duty off-road OEM market. Achieved a **7% increase** in expected gross margin.
- ▶ Won Honda Civic business globally, representing **\$26M annually** with a high profit margin – the **largest-ever sale** to a Japanese automaker for the light-duty catalyst market.
- ▶ Resurrected a stagnant account with an OEM engine manufacturer, generating \$135M in revenue. Led year-long negotiations that **increased business 20%** and **exceeded gross margin** expectations by 9%.
- ▶ **Captured a 39% market share** – an 8-fold increase over a three-year period.

8-Fold Market Share Boost (5%-39%)



■ BEGC ■ Co. 2 ■ Co. 3

Delphi Corporation | Troy, MI | \$26.1B, global supplier of vehicle electronics, integrated systems, and components.

Senior Account Manager (03/2003 – 01/2007)

Account: General Motors, Porsche | Presided over accounts valued at \$600M annually

Grew General Motors business by building strong relationships with the company's key influencers and decision makers, and through frequent conference calls to assess this customer's changing needs.

- ▶ Closed **\$98M** in GM bookings and increased profit by **\$1.3M**.
- ▶ Won **\$110M** in new business for GM powertrain components, beating the #1 competitor.
- ▶ Landed a **\$19M** Porsche account at **1.5x floor** – entering the luxury market for new ignition technology.

EDUCATION & TRAINING

Executive MBA | Michigan State University | Lansing, Michigan
BS—Mechanical Engineering | University of Michigan | Ann Arbor, Michigan
Certificate of Executive Training | Center for Creative Leadership



MEMBERSHIPS

Chairman of the Board, Autoworks-Sakura Joint Venture
 Society for Automotive Engineering (SAE)

Autoworks Sustainability Committee
 Original Equipment Suppliers Association (OESA)

AWARDS

Autoworks Leadership Impact Award, 2022
 Honda Sustainability and Corporate Citizenship Award, 2020
 BEGC Heavy Hitter Award, 2016



Explanation of Project

Client's Background

Throughout his career, Graham won and built business with automotive OEMs. Winning an account with GM or Toyota is a highly competitive undertaking, but keeping the account is equally challenging. It requires the ability to build lasting relationships with the customer, maintain top-notch service, and deliver continuous quality. Graham excelled in all of these areas. Equally important, he was able to identify an emerging opportunity for his company by tapping into the electric vehicle market.

Design Strategy

The industrial look of Graham's resume – and the reflective surfaces in the banner – were inspired by his industry (automotive finishes/paints) and his role (VP of Global Business Development). At the top, I created a 3D shape to resemble stainless steel and contrasted it with a deep blue. I chose blue because it conveys the global nature of his role and is a color that invokes trust. I angled the stainless shape in the banner to draw the eye directly down toward the matching graph under his current position. (More explanation of the graph under Experience, below.)

Summary

In the summary, I used a headline, branding/value statement, and a short introductory paragraph. But I also wanted to convey the overall impact of the contracts Graham landed. His target employers will likely covet business with companies like GM and Toyota, so I did some name-dropping to capture their attention. I added together his sales with each customer and compiled them into a one-line shaded list of his "Career Wins."

Experience

One of Graham's most impressive recent achievements was his delivery of 13% annual revenue growth for four consecutive years – all while maintaining a strong profit margin. To showcase this growth, I created a 3D graph using a stainless-steel "frame" to match the banner.

At his current company, Graham had been promoted from a Regional Director role to a Global VP role. In order to quickly convey his areas of oversight, I added a globe shape to his current role and a map of North and South America to his prior, regional role. I wanted the reader to understand that this was a promotion -- not only in title/level, but also in scope, size, and geography.

My consultation with Graham revealed several striking achievements in his previous role with BEGC. As a key account manager for the world's largest chemical company, he drove an 8-fold increase in market share in just three years. To highlight this, I created a donut style graph showing the 39% market share and layered "8x" over the top.