

Graham C. Peterson






Director 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 | B2B, Fortune 10 Customers
Strategic Planning | Contract Negotiation | P&L Oversight
Global Workforce Management | Transition Leadership

PROFESSIONAL EXPERIENCE

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

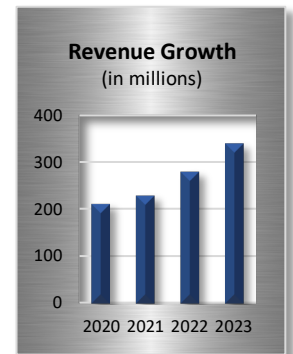
Director of Global Business (02/2019 – Present)

P&L authority | \$335M revenue | \$54M JV | 18 customer plants globally | 10 direct reports | International workforce: 455

Promoted to drive global business development with Fortune 10 automotive OEMs. Create strategies and initiatives for long-term growth and profitability. Shepherd a team of 455 people spanning nine countries. Travel internationally to oversee service, build lasting customer relationships, and negotiate contracts.

Propelled revenue by an average of 13% annually for four straight years while maintaining a robust profit margin of 12.4%.

- ▶ **Augmented sales \$14M annually** by expanding into the emerging electric vehicle market.
- ▶ **Won \$24M annually** by rescuing a jeopardized Toyota account.
- ▶ **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.



Regional Business Director (09/2017 – 02/2019)

P&L ownership | \$155M revenue | Nine facilities in North and South America | Eight direct reports | Regional workforce: 187

Developed accounts with Japanese and Korean automakers in the Americas. Supervised eight sales and service managers at nine facilities throughout North and South America.

- ▶ **Negotiated \$22M** in annual Nissan business, **displacing a major competitor** to win the *first* plant in the U.S.
- ▶ **Salvaged \$9M** in endangered Honda business by traveling to Mexico and restoring relations over a two-year period.

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

Global Key Account Manager (01/2010 – 09/2017)

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 of automotive and heavy equipment OEMs. Drove sales process from proposal through contract. Provided stellar sales support to achieve a competitive advantage. Orchestrated the engineering lifecycle from R&D to customer. Traveled the globe to service accounts, negotiate contracts, and oversee manufacturing.

- ▶ **Landed a \$158M** deal with John Deere – the **largest contract** for a divisional group and the **first-ever sale** of catalysts to the heavy-duty off-road OEM market, with a **7% increase** in gross margin.
- ▶ **Won \$26M annually** in Honda Civic business with a high profit margin – the **largest-ever sale** for the light-duty catalyst market.
- ▶ **Resurrected a stagnant account and increased business 22%** through year-long negotiations.
- ▶ **Captured a 39% market share** – an 8-fold increase over a three-year period.

Market Share Boost



■ BEGC ■ Co. 2 ■ Co. 3

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

Senior Account Manager (03/2006 – 01/2010)

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

Expanded General Motors' business by building strong relationships with the company's key influencers and decision makers, and through frequent contact 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

Board Chair, Autoworks-Saku Joint Venture
 Society for Automotive Engineering (SAE)

Autoworks Sustainability Committee
 Original Equipment Suppliers Association (OESA)

AWARDS

Autoworks Leadership Impact Award, 2023
 Honda Sustainability and Corporate Citizenship Award, 2019
 BEGC Heavy Hitter Award, 2018
 BEGC Top Performer Award, 2017



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). 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.

Summary

I used a headline, branding statement, and a short introductory paragraph in the summary. 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 all of his sales with each high-profile customer and compiled a table of "Career Wins." Next, I added the customer logos to catch the eye.

Experience: Accomplishments

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.

My consultation with Graham revealed 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.