

# BENJAMIN A. THIBAUDEAU

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## INTERNATIONAL BUSINESS AND NEW MARKET DEVELOPMENT EXECUTIVE

14 years of international business management experience and new market expansion in the Direct Selling industry. Bilingual Spanish and expert in Latin American business culture. 5 years experience managing business processes in Asia region including Korea, Japan, Hong Kong, Taiwan, Malaysia, Indonesia, Thailand, Singapore, and Philippines. 4 years' experience managing business strategy in Western and Eastern European region. 5 years experience directly managing new market expansion into Canada, Mexico, Germany, Austria, Philippines, Hong Kong, India, China, Colombia, Russia, Australia, New Zealand, South Africa, Iceland, Thailand, Dominican Republic, South Korea, Peru, and Nigeria. Proven track record in the international arena on customizing business solutions and processes to fit custom and culture. Diverse background within the Direct Selling industry with a global footprint in every major region of the world. Extensive global travel experience. Hands on experience with Brick and Mortar, NFR, and Importer Model based business operations.

### CORE COMPETENCIES

**Country Specific Business Solutions**  
**Product Registration & Compliance**  
**Product Pricing and Portfolio Management**  
**Assembling International Teams**  
**Developing Budgets and Forecasts**  
**Communicating Market Specific SWOT**  
**Managing Tight Timelines**  
**Recruiting Top Tier Individuals**  
**Leading Large Teams and Meetings**

**New Market Entry**  
**Country Legal Framework**  
**Compensation Plan Enhancements**  
**Managing Complex International Projects**  
**Defining Risks and Rewards**  
**Building Strong Relationships with Distributors**  
**Offering Cost Sensitive Solutions**  
**Developing Incentives & Promotions**  
**Public Speaking**

### PROFESSIONAL EXPERIENCE

#### **Independent Consultant – Gilbert, Arizona**

**2015 - Present**

Made the transition in January 2015 from full time corporate employee to now independent consultant. The past 14 years have prepared me to help other companies interested in international expansion and/or maximize their operating potential in existing international markets.

#### **- South Hill Designs Corporation**

- Within 3 months helped South Hill Designs launch their business in Mexico in March 2015 through the creation and management of a fully staffed service center generating in excess of \$500,000 in sales the first month of operation. This project included entity formation, office/warehouse setup, hiring, distribution, fulfillment, product registration, importation, banking and systems alignment.
- Currently working on new market expansion projects in Colombia, Peru, and Dominican Republic

#### **Vemma Nutrition Company – Tempe, Arizona**

**2010 - 2015**

Launched in 2004, Vemma is an Affiliate Marketing company operating in 40+ countries around the world. Vemma employs more than 300 people in 15 different offices. Annual revenue is \$221MM.

#### **Vice President of International (Director of International from 2010-2013)**

- Responsible for sales growth, P&L, distributor retention, new distributor acquisition, and IT system implementation in all of Vemma's international markets.
- Launched 13 international markets
- Revenue from international markets represents approximately \$102MM.

#### **FreeLife International – Phoenix, Arizona**

**2006 - 2010**

FreeLife is Direct Selling company which began in 1995. FreeLife operates in more than 20 countries with 120 employees in 7 different offices worldwide. Annual revenue in 2010 was approximately \$100MM.

#### **Global Development Manager**

- Responsible for creating new market entry strategies for Mexico, Germany, Austria, Philippines, and Hong Kong including site visits, calculating capital budget requirements, developing incorporation and tax strategies, recruiting, vendor selection and contract negotiations.
- Managed budgets in excess of \$500,000
- Successfully launched FreeLife entities with fully staffed offices in Mexico, Germany, Philippines, and Austria.

## **Nu Skin Enterprises – Provo, Utah**

**2001 – 2006**

Established in 1984, Nu Skin Enterprises is a publicly traded (NUS) direct sales company. Nu Skin employs over 1,200 people globally, and is open in 50 markets around the world. As of YE 2013, annual revenue reported was approximately \$2.1B.

### **Sr. International Market Manager (Asia Region)**

- Gather local market research on product trends and consumer purchasing habits and propose new product ideas.
- Develop annual product launch calendar, and coordinate PR and Marketing programs for implementation.
- Train existing staff and product distributors on key product attributes and unique selling points.
- Develop marketing campaigns aimed at increasing brand awareness and customer retention.
- Liaise with regional staff and serve as a intermediary between corporate and regional offices for the planning and ongoing maintenance of new product introductions.

## ***EDUCATION***

### **M.B.A. – Masters of Business Administration**

**2010**

#### **University of Phoenix - Phoenix, Arizona**

*Marketing, Accounting, Finance, Trade & Commerce, Management*

### **B.A. - Bachelor of Arts – International Politics**

**2000**

#### **Brigham Young University – Provo, Utah**

*International Law, Foreign Diplomacy, Economics, Foreign Relations*

## ***PERSONAL INTERESTS***

Spending time with my wife and 5 children, baseball, church, basketball, biking, reading, family history, politics, camping, fishing, cooking, coaching, and yard work.