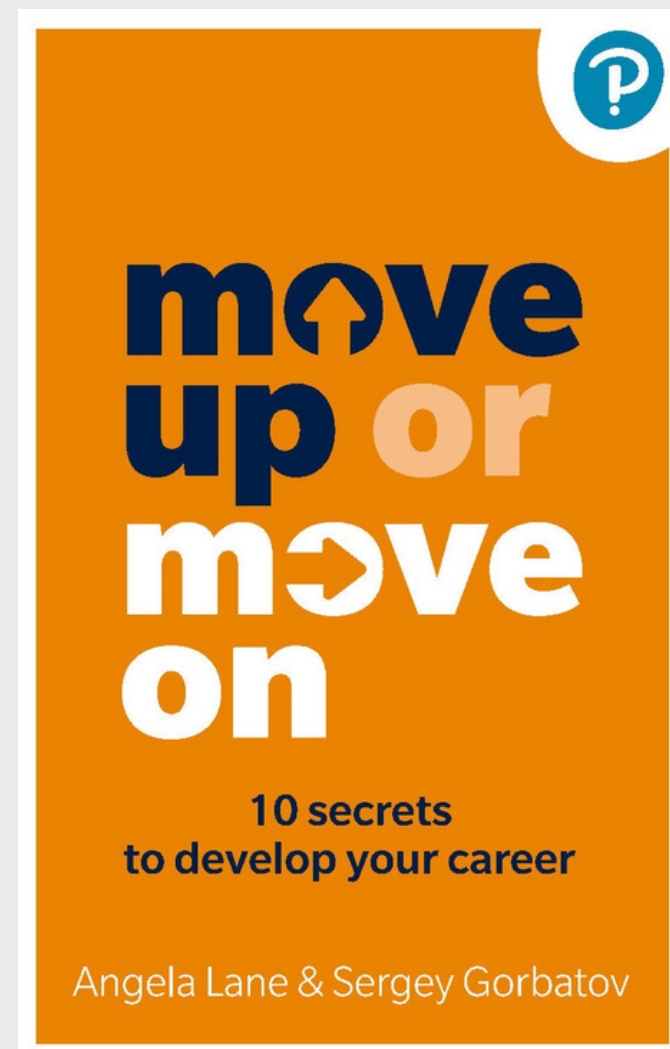


PEAKS & TROUGHES EXERCISE

See Chapter 1 in "Move Up
or Move On" for detailed
instructions and
interpretation



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1. Revise your CV

**2. Map out your career based on
how much satisfaction each role
gave you**

**3. Identify themes and elicit
insights**

CAREER HISTORY - EXAMPLE

This is what you did in those role + highlights, both professional and personal



Sales & Marketing Director

FoodCo, 3 years, Paris, France

Led the sales and marketing team to expand market leadership, foster strategic partnerships, and drive brand strategies in a dynamic and collaborative environment.

Sales Director

EasyDrink, 3 years, Melbourne, Australia

Directed the sales team in portfolio management and market expansion, localized brand strategies, and managed P+L in a fast-paced and innovative culture.

Head of Sales Planning and Activation

EasyDrink, 1.5 years, Munich, Germany

Provided strategic leadership in sales planning and activation, managed key customer relationships, and led multimarket teams in a diverse and vibrant setting.

Key Account Manager

EasyDrink, 7 years, Paris, France

Managed key accounts contracts and boosted portfolio sales, maximizing profitability through strategic agreements in a customer-centric environment. Difficult life situation forced to decelerate career progression.

Marketing Executive

SuperMarche, 1 year, Paris, France

Designed consumer activation tools and managed communication channels for campaign rollouts in a competitive and result-oriented retail atmosphere.

Trade Marketing Executive

DrinkCo, 1 year, Paris, France

Supported Key Account Managers in developing promotional tools and executing marketing plans within the Fast-Food and Convenience Channel.



These are your roles, as they appear on your CV

PEAKS & TROUGHS MAP - EXAMPLE

