

# SANTA CLAUS

North Pole | H0H 0H0 | Canada

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## CHIEF EXCITEMENT OFFICER | HEAD OF MERRIMENT | GLOBAL GIFT GIVER

*Brand conscious, constantly invents in red and white,  
devising and executing creative marketing strategies to deliver dreams*

Renowned and respected deadline-driven executive with a global perspective, notorious for infinite generosity across the word. Project and solutions-oriented, patient and empathetic listener, gains trust from countless stakeholders of all ages located across 24 time zones. Child-friendly and considerate, exudes energy and confidence, extends a warm welcome to persons of all faiths and nationalities. Multi-tasker, excellent time management skills, strives for operational excellence in a fast-paced environment.

### Core strengths include:

★ Distribution Management	★ Supply Chain Management	★ Production Management
★ Business Operations	★ Flight Manoeuvres	★ Equipment Maintenance
★ Reindeer Fleet Management	★ GPS Navigation	★ Procurement
★ Curriculum Development	★ Employee Training	★ Employee Engagement
★ Personal Protective Equipment	★ Social Media Engagement	★ Virtual Meetings

## PROFESSIONAL EXPERIENCE

CEO, Santaland, North Pole, Canada

0000 – Present

### January:

- ★ Encourage team of elves and reindeer to obtain rest and relaxation to recuperate from busy season.
- ★ Review and respond to social media messages from customers satisfied with product delivered.
- ★ Strategize with Team Elf on lessons learned and potential corrective actions for next holiday season.
- ★ Reorder PPE and hand sanitizer for employees (and the missus), and replace workshop air filter.

### February:

- ★ Assess remaining inventory and brainstorm with cross-functional global WFH (Work From Home) staff and contractors to design and manufacture new toy and gift ideas and “must have” items.
- ★ Initiate an online marketing campaign to obtain consumer feedback on potential new products.
- ★ Select videos from recent Christmas tour and forward to Social Elf for update of YouTube channel.

### March:

- ★ Attend Zoom presentations provided by contractors and Country Managers proposing new designs and make recommendations for changes according to forecasted buying trends in each region.
- ★ Interact with purchasing to ensure inventory ordered and contracts signed with vendors world wide.
- ★ Inspect assembly lines with maintenance and cleaning staff to meet production readiness deadline.

### April:

- ★ Oversee production startup and operational efficiency initiatives prior to shift ramp-up late summer.
- ★ Inspire and maintain employee engagement and morale by introducing incentive programs, regular breaks, and pizza nights, and post event photos on company intranet and social media channels.
- ★ Manage the elves responsible for exercising the reindeer and sleigh maintenance flight manoeuvres.
- ★ Conduct sleigh safety assessments and test for perfect weight and balance distribution.

**May:**

- ★ Source, interview, hire, and train additional seasonal staff prior to full continental shift production.
- ★ Check in with production facilities on order status and problem solve to ensure on-time delivery.

**June:**

- ★ Open the 24-hour Customer Service Centre taking pre-orders from parents based on their naughty and nice lists for children across the world.
- ★ Boost production schedule and add staff to lines as orders arrive from the Customer Service Centre.

**July:**

- ★ Evaluate effectiveness of incentive programs and reinvigorate to foster a culture of staff engagement.
- ★ Scrutinize underperforming staff in a non-unionized environment and discipline or conclude contract.
- ★ Chair weekly department meetings with Team Elf to keep abreast of production commitments and dispatch technicians to respond to operational, logistical, and manufacturing problems.

**August:**

- ★ Take Mrs. Claus on short hiatus for some R&R and offer staff a 1-week rotational respite to relax.
- ★ Assign duties to equipment and maintenance elves to ready workshop for 24/7 production schedule.

**September:**

- ★ Direct the International Team of Delivery Specialists to compile draft naughty and nice list deliveries utilizing GPS to map best routes for 1 billion+ home visits from New Zealand to Alaska in 24 hours.
- ★ Purchase and start consuming large quantities of starchy food, muffins, cookies, and hot chocolate to portray the legendary personal 'plump' brand.

**October:**

- ★ Supervise elves packing a high-volume of multi-size parcels and staging based on delivery timing.
- ★ Rehearse the "Ho-Ho-Ho" belly laugh with vocal coach and visit tailor for new bespoke suit and boots.

**November:**

- ★ Follow regional protocol and open in-person Santa Lands, Santa Castles, and Santa Villages or virtual Visits with Santa to discover children's gift wishes and spread laughter and joy world wide.
- ★ Ensure sled technician updates GPS system to include all new neighbourhoods and buildings.

**December:**

- ★ Lead pre-flight planning, perform final examination of sleigh and reindeer team, and file flight plans with aviation regulatory authorities across the world to obtain air travel clearance.
- ★ Monitor the Delivery Specialists loading millions of packages onto the sleigh for flight delivery.
- ★ Feed, incentivize, and prepare reindeer and elves for a long work day.
- ★ Pilot a fully-loaded sleigh pulled by 9 reindeer and led by 'Rudolph' on a 24-hour global journey delivering packages to an excited clientele in exchange for cookies and milk and other treats.
- ★ Arrive back at the North Pole, unshackle reindeer, give the missus a kiss, and REST!
- ★ Create a multi-channel social media campaign to promptly thank a global audience for their generous donation of Santa and reindeer treats enjoyed by the team during the journey.

**Ho! Ho! Ho!**  **MERRY CHRISTMAS** 