

## NAME

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## PROFILE

*High-energy sales executive with over twenty years of management and marketing experience. A top performer with a proven track record in sales, identifying sales opportunities and developing strategies designed to produce results. A natural team builder and an accessible mentor with a talent for generating enthusiasm, obtaining commitment and motivating others to action.*

## BUSINESS HISTORY

### ABC COMPANY

1995 – 2008

#### Business Development Manager (2000-2008)

*Developed, coordinated and executed sales and marketing initiatives strategies for the Vision Care Division across Canada. Objectives achieved through managing, coaching, training and developing a sales team of ten professionals.*

- ◆ Reversed negative sales trend of an eight million-dollar business into four successive years of compounded annual sales growth. Growth achieved through identification, prioritization and strategic implementation of quarterly objectives throughout the year.
- ◆ Spearheaded, in conjunction with account managers, the conceptual development through to execution of numerous major account programs resulting in sales increases of over \$600,000.
- ◆ Streamlined the Canadian sales structure resulting in a focused approach to major accounts and improved geographical coverage, resulting in key account growth of over 20% year over year.
- ◆ Identified account opportunities across Canada through in-office visits and representative co-travels. This resulted in the development of regionalized programs meeting customer needs while delivering an increase in share and incremental sales of \$200,000.
- ◆ Doubled sales expectation on the national launch of "Pure Vision". Success attributed to effective training, the technical message being delivered, profiling of targeted accounts and development of a competitive launch/price program.
- ◆ Maintained stability and optimism within sales force during a challenging period of transition/downsizing with the company while still achieving sales objectives.

#### Western Regional Manager (1995-2000)

*Directed all sales and marketing activities in Western Canada through a sales force of five representatives.*

- ◆ Integrated the sunglass division into the Western Region Vision Care business. Effective targeting, coverage of total account base and management of priorities resulted in a 94% sales increase in the first year.
- ◆ Coordinated the first ever multi-divisional (Ray Ban, lenses and solutions) sales promotion with Fort Optical resulting in an initial order in excess of \$84,000. This included the conceptual development of the promotion, determination of the product mix and follow-up at each location.
- ◆ Reduced operating overhead by 20% through the restructuring and deployment of manpower in the Western Region and maintaining complete account coverage.

**DEF DISPLAY LTD.****1991 – 1995****Western Regional Manager (1993-1995)**

*Managed existing and established new high frequency trade show accounts. Developed and recommended display concepts based on customer needs, display frequency and finances, marketing the full service aspect of the company.*

**District Sales Supervisor, Toronto, ON (1992-1993)****Sales Representative, Toronto, ON (1991-1992)****EDUCATION****RYERSON POLYTECHNIC UNIVERSITY****Business Administration Diploma (Major: Marketing Management)****PROFESSIONAL DEVELOPMENT**

- ◆ Dr. Ken Blanchard – Leadership Skills
- ◆ Myers-Briggs – Type Selling
- ◆ Leadership Practice Inventory
- ◆ PSS - Professional Selling Skills – Multi-Media
- ◆ PSS - Professional Sales Coaching
- ◆ Global Sales Performance Enhancement