
PAUL T. BROOKS

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VICE PRESIDENT SALES

Devises and delivers a competitive and resonating message to influence a sale to capture business in a saturated market

Fluently Bilingual

Intrepid, challenge and results-driven senior sales executive and shrewd business strategist, with an exemplary background in elevating revenue and market share, and capitalizing on business opportunities for profit and growth. Visionary, challenges the status quo, consistently exceeds sales quotas and expands company horizons. Articulate, tactful and diplomatic communicator and negotiator; proactive leader, charismatic team builder who motivates and empowers staff to succeed and deliver. Understands operational excellence, exudes energy and confidence to excel and deliver.

Core business competencies include:

▪ Executive Leadership	▪ B2B / B2G / B2C Sales
▪ Channel Management	▪ Product Development
▪ Contract Negotiations	▪ Distributor Management
▪ Territory Management	▪ B2B / B2G / B2C Marketing
▪ Sales Planning & Forecasting	▪ RFP / RFQ / RFI
▪ Sales Leadership, Managing Geographically Disparate Teams	

PROFESSIONAL EXPERIENCE

Sierra Teltronics Inc., Winchester, New Hampshire

2009 - present

DIRECTOR - SALES, NORTH AMERICA

- Recruited as the company's first Canadian employee, acknowledged for developing the Canadian marketplace into an integral and profitable entity within the overall company infrastructure.
- Boosted market share in Canada by 6% from \$5M revenue to \$12M U.S. within 18 months.
- Selected by the President, Sierra Teltronics, due to extraordinary work record and sales accomplishments to assume control of the U.S. sales operations in 2011 in addition to responsibility for Canadian operations.
- Instrumental leader at Sierra Teltronics achieving the following impressive results:

Sierra Teltronics Inc. (Canada)

Fiscal Year	Forecast USD	Achieved USD	Variance +/- USD	Percent	New Market Share	Previous Year
2010	\$5,000,000	\$5,150,000	\$150,000	3.0%	31%	31%
2011	\$5,750,000	\$7,745,250	\$1,995,250	34.7%	34%	31%
2012	\$8,500,000	\$10,786,500	\$2,286,500	26.9%	37%	34%
2013	\$12,000,000	\$13,056,000	\$1,056,000	8.8%	39%	37%
Sierra Teltronics Inc. (United States of America)						
2012	\$60,000,000	\$61,020,000	\$1,020,000	1.7%	43%	42%
2013	\$69,000,000	\$69,690,000	\$690,000	1.0%	44%	43%

- Source Distributors through research and extensive networking; qualify, project annual turnover, work in partnership with them to build, develop and exceed forecasts and create unique marketing strategies aimed at targeted end users.
- Worked with U.S.-based senior executives to recognize Canada as a viable and expanding market and convinced the team to finance marketing strategies. Created and implemented aggressive marketing campaigns designed to elevate presence in a competitive industry.
- Acknowledged for leading all Canadian sales staff to become recipients of the "Presidents Club" award for exceeding sales by 125%.

Canadian Financial Services Ltd. (CFS), Burlington, Ontario

2002 - 2009

NATIONAL SALES MANAGER

- Recognized for boosting Canadian Financial's in-store credit card presence negotiating agreements with pre-sourced retail partners to be more proactive in their approach to having sign up booths close to the front doors. Profitable working relationship with retail owners to partner with them resulted in propelling in-store booths from 100 to 325.
- Supervised, trained and motivated 5 Outside Sales Representatives and 2 Inside Sales Support staff.
- Assigned to oversee the negotiations with owners to install CFS ATM machines in selected stores.
- Facilitated presentations to retail store owners across Canada; secured support to install 258 ATMs, a major accomplishment and concession by owners resistant to change.
- Achieved the following unprecedented elevation in Canadian Financial card acquisition:

NEW Canadian Financial Retail Card Acquisitions

Fiscal Year	Forecast	Achieved	Variance +/-	Percent	New Market Share	Previous Year
2003	410,000	466,990	56,990	13.9%	30%	28%
2004	480,000	566,880	86,880	18.1%	32%	30%
2005	590,000	709,770	119,770	20.3%	33%	32%
2006	715,000	890,890	175,890	24.6%	36%	33%
2007	930,000	1,129,950	199,950	21.5%	37%	36%
2008	1,120,000	1,408,960	288,960	25.8%	39%	37%
Canadian Financial Master Card (Canada Only)						
2003	125,000	137,500		10.0%	0%	0%
2004	150,000	174,600		16.4%	0%	0%
2005	275,000	333,850		21.4%	0%	0%
2006	400,000	451,600		12.9%	0%	0%
2007	450,000	515,700		14.6%	0%	0%
2008	510,000	579,870		13.7%	1%	0%

Bell Mobility Paging, Ottawa, Ontario

1999 - 2002

REGIONAL DEALER MANAGER - Eastern Ontario

- Recruited to expand the paging business in an underperforming area: Eastern Ontario and Western Quebec.
- Uncovered and signed 90 new dealership agreements, generating an extra \$1 million in revenue.
- Exceeded sales quotas by 45.3%, realizing the maximum annual bonus.

Cantel Paging, Halifax, Nova Scotia

1996 - 1999

SALES/APPROVED AGENT REPRESENTATIVE

- Employed to develop the untapped territory; increased dealers from zero to 75 within one year.

Canadian Armed Forces

1984 - 1996

MILITARY POLICE OFFICER

E D U C A T I O N

Algonquin College, Ottawa, Ontario

1984

DIPLOMA - Law & Security Administration.

Strong proponent of continuing education. Successfully completed numerous courses in the following:

Executive Leadership	Business Relationship Management	Team Building
Negotiation Skills	Sales Techniques	Front Line Leadership