

SALES & MARKETING

Highly efficient, effective, results and challenge driven executive with strong business acumen and diverse knowledge encompassing a number of critical business areas with an emphasis on sales and marketing. Recognized for tackling and resolving hard issues affecting business operations; patient and methodical, task oriented; consistently exceeds expectations. Visionary and strategic thinker; critically analyzes issues before making decisions. Works judiciously to become an expert in all assigned projects; sets and maintains high standards. Exudes energy and confidence to excel and deliver. Articulate and effective presenter and negotiator; builds synergy and rapport with persons of all levels and backgrounds. Core business expertise includes:

- Business Development
- Cross Matrix Operations
- Systems Integration
- Strategic Planning
- Client Relations & Retention
- Project Management
- Change Management
- Technology Transfer
- Resource Management

PROFESSIONAL EXPERIENCE

Core Engineering Inc., Hamilton, Ontario

2005 – 2008

SALES & MARKETING MANAGER – Network Management, Utilities

- Conceived and developed, in collaboration with Engineering Manager, a financial business model to realign financial strategies to meet annual targets in a very difficult and turbulent economy with numerous competitors. Adjustment resulted in reducing sales and administration costs by 10%, increasing cost recovery by 15%, improving cash flow by 25% and elevating the scope of work on one key project by 400%. Success led to presentation of paper "Use of Automation to Maximize Asset Productivity" at 3rd party executive seminar.
- Played a pivotal role in negotiating diverse contracts, co-ordinated with the corporate centre of excellence in Houston, Raleigh, Germany, Moscow, Australia, Norway and Finland, to prepare contracts; met with clients to define needs, worked judiciously to match their specific requests and budgets.
- Appointed by the Vice President Automation as the executive sponsor to prepare a scope of work document for a vital project for Toronto Power, generating an additional \$250,000 in revenue.
- Directly attributed for the following statistics for 2005 - 2008:

Retained clients	New account growth	Sales & Admin costs	Recovered operational costs	Cash flow improvement	Largest scope of work change
100%	150%	(10)%	15%	25%	473%

- Accredited with selling the first wireless/solar powered application, a dam breach safety system to Ontario Hydro, valued at \$300,000. Sale leveraged by utilizing Ontario Hydro contacts.
- Interacted with diverse cross-functional decision makers within the Ontario, Alberta and Latin America in the supply and demand electrical deregulation markets to outline the transition of operations and services and to capture possible business opportunities.
- Led a front end engineering and design project for a \$1 million modernization and power generation upgrade for Clayboss. Project included: cost and benefit analysis on new technology, end user training, construction and replacement resources.

Buckle McLean Inc., Burlington, Ontario

1989 – 2004

*Held the following five progressively responsible positions prior to acquisition by Core Engineering Inc.:***GENERAL MANAGER**

2000 – 2004

- Seconded by Vice President, Sales and Service, Canada, to St. John's, Newfoundland to establish Buckle McLean's presence in the growing oil and gas industry and to initiate a joint venture with Buckle SEA (Nfld.) Limited.
- Spearheaded venture to secure a \$12 million contract with Smith and York to supply engineering support services for Hibernia during the capital and operations phase. Led negotiations, won contract in a fiercely competitive market, reviewed specifications, wrote responses and provided all business support and guidance to assigned team.
- Recruited and hired skilled professionals including engineers, software developers and administration personnel, to ensure Buckle SEA was able to deal with a diverse corporate culture, cross trained employees and developed the first offshore compensation plan for Buckle SEA to meet clients' criteria.
- Conducted a comprehensive operational design for a \$2 million asset management system for Terra Nova.

- Acted as Project Manager, for the automation systems installation of the first Canadian transshipment terminal, a brand new facility designed to expedite cargo from shuttle tankers to ocean going tankers.
- Accountable as the company's leader in St. John's for directing Buckle SEA's growth, evidenced by the following statistics:

Year	Revenue	Annual	Retained clients	New Clients	Service revenue/employee	Chargeable time recovered	Profit (cap)
2004	\$14,000,000	280%	100%	100%	\$202,188	97.8%	10%
2003	\$10,000,000	250%	100%	150%	\$195,919	101.1%	10%
2002	\$4,000,000	5000%	100%	200%	\$189,476	95.1%	10%
2001	\$80,000						

- Partnered with Memorial University of Newfoundland and College of the North Atlantic to assist them in graduating students proficient in current industrial market trends and skill sets. Worked with academia to strategize and execute new methods to secure government funding.
- Acknowledged for a 100% incident free safety and environmental record.

BUSINESS DEVELOPMENT MANAGER

1996 – 2000

- Recognized for instilling confidence and motivation in staff to succeed and deliver, achieving sales in the nuclear utility installation business sector, despite a rationalization program.
- Consistently exceeded sales quotas by 12% across the diverse industrial and manufacturing markets.
- Introduced the executive account manager role, tasked with targeting clients within defined business opportunity areas, resulting in an unprecedented 200% increase in revenue at a 25% profit margin.
- Acknowledged for patiently and methodically working to successfully acquire a contract in a new market segment for a gas turbine governor system sold to Alberta Power for \$1 million.
- Played the key role in initiating a new service for Bowmar Inc., providing engineering design and service support for the client's Fort Francis plant, elevating plant efficiency and increasing client's revenue by \$500,000, reducing sales and marketing costs and lowering liabilities.

Year	Bookings	Annual	Retained clients	New clients
1999	\$10,800,000	108%	100%	110%
1998	\$10,000,000	105%	94%	112%
1997	\$9,500,000	106%	100%	107%

SENIOR ACCOUNT MANAGER

1994 – 1996

- Assigned by Regional Manager to augment underperforming sales staff, leading to a full time direct sales position.
- Responsible for preparing and delivering a proposal to capture business from a competitor in the pulp and paper industry, won \$400,000 contract at a 30% premium over incumbent. Contract resulted in numerous additional projects.
- Researched and identified profitable new business opportunities throughout the northern Ontario pulp and paper industry. Obtained several lucrative contracts through patiently and diligently working with prospective clients to meet their requirements.

REGIONAL ENGINEER – PROJECT DEVELOPER

1989 – 1994

- Selected to present a paper at the IEEE annual convention, 1993, resulting in a substantial business partnership with Jamesbark Consulting. Alignment with Jamesbark resulted in five, \$1 million projects.
- Prepared engineering and costing specifications for sales staff, acted as the technical support during sales negotiations.

EDUCATION

New Brunswick Community College, Saint John, NB

1989

DIPLOMA – Electronic Engineering Technology

Strong proponent of continuing education and updating skills. Selected courses, workshops and seminars include:

- Open Market Competitiveness
- Managing for Success
- System Integration
- Psychology of Selling
- Process Variability Reduction
- Team Building
- Regional Economic Partnering
- Target Marketing
- Alliance Responsibilities
- Frontier Industry Growth
- Process Optimization
- Emergency Preparedness