## PROFILE SUMMARY

Influential B2B sales and marketing strategist with extensive success in all facets of business development and customer retention strategies including analytics, customer insight, competitive assessment, negotiation, value creation and success oriented client engagements. Passionate about helping customers to move their business forward, coaching teams to be effective and demonstrating that excellence in sales and marketing approach can deliver sustainable competitive advantage. Adept at demand creation and driving adoption for the products and services represented.

## PROFESSIONAL EXPERIENCE

**COMPANY**

**TITLE DATES**

**Brief on Company**

* Generated $ 1.2 million in new business for 2016 and 122% of quota attainment for 2015 by utilizing a consultative, insight-driven approach and knowledge of industry dynamics.
* Analytical approach to pipeline management and forecasting sales to prioritize opportunities, which resulted in doubling marketing revenue during tenure.
* Created new data matching protocol to generate over 25% match rate improvement resulting in new installments for cloud-based Quote-to-Cash SaaS application, Business Connect.
* Established the framework for Commercial Marketing Analytics and secured projects with Suncor Energy for a profitability segmentation of their Petro Pass portfolio, Meridian Credit Union to define SMB product development strategy and Laurentian Bank to identify a qualified lead generation approach. Increased Analytics category spend by 148%.
* Awarded EFX One Team award for project management in solution design that resulted in signing a six-figure deal with Intuit for the launch of their Canadian payment solutions platform.
* Established Equifax as a thought-leader with “Real-Time Adjudication for a Digital World” speech at

the Digital Marketing for FIs conference and received one of the highest audience feedback scores.

* Through positive and progressive performance feedback on confidence in negotiating, mentored a fifteen-year sales veteran to highest quota attainment in six years at 118%.

# COMPANY

**TITLE DATE**

Brief on Company.

* Opened 6 new accounts including the largest direct response Advertiser in Canada, Kingstar Media.
* Completed a competitive market assessment of the 300 community and urban newspaper properties, which resulted in an advanced sales strategy deployment.

# COMPANY NAME

**TITLE DATES**

Brief on Company

* Seven consecutive years of double digit growth versus previous year. Sales for 2011 were $ 2.2 million, which represents a 32% increase over previous year and produced nearly 25% of the division’s revenue.
* Developed the franchisee marketing launch plans for home-health provider, Nurse Next Door.
* Cultivated a roster of Tier 1 clients to consistently deliver highest sales in the Canadian division.
* Developed the positioning and pricing for client acquisition email programs and deployed first third-

party email campaigns for McDonald’s to launch mobile wallet couponing.

* Extensive experience with complex data process design and implementation projects including three year deal with Hyundai Canada for Canadian data management. Contract value was $ 675,000.
* Client-driven project management for prospect selection, lead scoring and post campaign analysis.
* Interviewed new sales candidates and made hiring recommendations.
* Wrote Sales and Marketing collateral used in corporate proposals and RFP responses.
* Attended annual sales trip for Top Performers every year from 2005 through 2011.

# COMPANY NAME

**TITLE DATES**

Brief on Company

* Brought in their first new account, Munich Reinsurance within three months of being hired.
* Contacted and developed introductions with over 50 of largest companies in Southern Ontario.
* Developed strategic marketing and business development plans for new onboarded clients.

## EDUCATION

* + School - dates
* – Ongoing research and developed competencies in areas such as business strategy,