SUCCESSFUL, PASSIONATE PRODUCT MANAGER WITH BROAD EXPERIENCE IN A RANGE OF CLIENT PRODUCTS AND SERVICES, DRIVING REVENUE AND MARKET SHARE.

**OBJECTIVE:**

* To support and lead my team through strategic and creative programs which positively impacts the bottom line and customer satisfaction.

**SIGNIFICANT PROFESSIONAL ACHEIVEMENTS:**

* As **Product Manager** at **ABC Business Solutions,** I have serviced all ABC dealers nationally and the internal SMB sales teams with Off-grid pricing, while addressing Corporate Pricing requests
* As **Market Manager** at **ABC Business Solutions**, I’ve managed the SMB & Emerging blitz days through Q2 2010 to Q1 2011 **generating 846 sales qualified leads and 159 closed deals** and **1,069 sales**
* **Achieved 106% of sales target** for 2008 within ABC Business Solutions as an Account Manager
* As a member of the **New Business Development team at XYZ on the ABC Foods project** I assisted in securing 456 new clients.

**EDUCATION:**

* 123 College 2010 - Creative Advertising Program

**EMPLOYMENT HISTORY:**

* **March 2011 – Present ABC *Business Solutions – Product Manager***
	+ Working closely with BC, Alberta, Ontario and Atlantic – SMB Sales Channel to provide pricing approvals for strategic accounts
	+ Provided Off-Grid pricing support which helped to drive 350+ sales within the SMB channel in 4 months
	+ Focused on driving (average margin per unit) and driving profitability within ABC Business Solutions
	+ A.M.P.U. target has been achieved on approximately 95% of approved deals
* **July 2009 – March 2011 ABC *Business Solutions – Market Manager***
	+ Currently managing SMB & Emerging Channel Marketing blitz days (telemarketing) – generating **846 sales qualified leads**, **159 closed deals** and **1,069 ABC Sales**
	+ Managed social media strategy and client event in Halifax within the Campaign – Q1 2009
	+ Led a team of individuals (Event Prime, PLT, Brand, Vendors) to launch new products in Vancouver, Calgary, Edmonton, Ottawa, Toronto in Q4 2009 – generated 58 leads and 37 clients requesting follow-up on new network products
	+ Toronto client facing event with 40 people in attendance and 5 vendors providing demonstrations, the other regional executions received smaller intimate sessions within the Innovation Centres – 5-6 clients per session
	+ Strategically strengthened the relationship between sales and marketing in 2009 by participating in sales meetings and executing blitz days which generated 2 closed deals - approximately $5000 each
* ***May 2008 – June 2009* ABC *Business Solutions – Account Manager*:**
	+ Managed the Woodbridge territory with over 25+ clients acquired in 8 months
	+ Biggest wins – 61 Product solutions for 123 Building Supplies Co, 123 Solution Co. with over 41 units sold included GPS solution.
	+ Finished as top rookie sales rep in 2008 class – 106% of objective for the year
	+ 5th place President’s club result in 2008 for my rookie year – no previous sales experience
* ***2007 – 2008* Your Company Marketing Ltd *– Senior Project Manager*:**
	+ Creation of experiential marketing program from concept, budgeting and program asset/collateral procurement to execution and delivery of Key Perform Indicators
	+ Core Competencies: Sales, Live Events, Retail Training, Brand Awareness and CRM Campaigns
	+ Client Project Management Experience
* **June 2005 – June 2006 – Your Company Marketing Ltd *– Team Manager :***
	+ As team manager at Company, I was given the opportunity to support the Company Retail Experience on their retail sales and merchandising program.
	+ This program was focused on in-store initiatives that included training, inventory management and category compliance.
	+ Supported new store openings, field rep training, shipping logistics and future planning and strategy.
	+ Negotiation and coordination with Key Brand Managers and Account Managers to support retail initiatives
	+ Took part in weekly agency team status meetings
* ***2002-2005,* Your Company Marketing Ltd*. - Field Representative🡪Team Manager🡪Project Manager***
	+ Progressed three levels within Company strengthening industry knowledge depth
	+ Recruited, hired, trained, motivated, and coached hundreds of field representatives

**PREFORMANCE REVIEW TESTIMONIES:**

* “You're very welcome. In fact, thank \*you\* for being such a great team player.” *2013 123 Director*
* “Great Work– keep on pushing” September 2010, *123 VP SMB*
* “Thanks for the report it will really help us in future planning of this program and strategic planning for our brand.” August 2007, Key Client Contact

**RELATED SKILLS/STRENGTHS:**

* Channel Experience with various stakeholders in Your Company Marketing Ltd
* Strong financial acumen – Margin Ease and Finance models
* Advanced Microsoft Office knowledge – Excel, PowerPoint, OneNote, Word, Publisher
* Strength in team building and people management repeatedly recognized.
* Strong penmanship and communication skills

**INTERESTS/EXPERIENCES:**

* Regular Volunteer with local charities
* Avid Hockey player and Volleyball player