

Name: Senior Sales Leader

LOCATION: Edmonton, Alberta

RELOCATE:  Yes  No  Possibly



## EXECUTIVE CANDIDATE PROFILE

*Action-oriented and goal-driven leader with demonstrated success in building disruptive National growth strategies across a diverse value chain. Extensive experience leading enterprise portfolios ranging in size from \$46M-\$500M+ covering the full corporate value chain through to the end customer including sales, marketing and operations.*

*Constructing results through understanding business requirements and translating into logical meaningful solutions for the organization and customers. Ownership from concept through to delivery armed with data and research to discover and qualify customers needs addressing any friction within the customer experience.*

### Recognition / Achievements

- 20 years professional Management experience. Recently holding end-to-end National Business portfolios for WLAN and Cisco LAN portfolios from concept through to go-to-market.
- Initiated and led Service Development from product concept through to launch (10 new product launches within 1 year for WiFi and Cisco LAN) influencing the value chain from Service Development - Sales - Engineering - Operations - Managed Services - Procurement - Vendor Management - P&L.
- Championed and built new vendor relationships, reseller agreements and product launches nationally including Meraki WLAN/LAN, Aruba WLAN and Cisco ISE | Aruba Clearpass.
- Developed and launched 1<sup>st</sup> Canadian Cloud based Managed WiFi service (Meraki).
- Collaborate and Account Plan with Sales (Enterprise and SMB) Account Managers to build client relationships, RFP / large complex deals and C-Level customer presentations winning \$10s of millions in business annually.
- Performed as an Individual Contributor and also managed teams in excess of 60 professionals.
- Directed 5 MDA (Marketing Development Agreements) with Cisco and Aruba, achieving 127% of target (1<sup>st</sup> worldwide) for Cisco Unified Communications MDA, resulting in \$10M of revenue.

### Education and Designations

- Bachelor Degree in Economics (BA), Business minor, University of Calgary, Calgary, AB.
- Management Certificate, Grant MacEwan College, Edmonton, AB.
- Project Management Excellence Certification.

#### Technical Skills:

- WiFi, Data Networks, Internet Protocol, Telephony, SAP, Salesforce.com, Expert level Microsoft Office (including Project).

### Hobbies / Interests

- My wife and I have been married for 24 years and we have a Son and Daughter who are both currently studying at University who we are very proud of. We have lived in Alberta our whole life and personally I enjoy golf in the summer and snowmobiling in the winter. As for my golf passion, I also golf with hickory clubs which are all pre 1920's with my oldest club being from the 1890's. That changes the golf score a little.