

## Full Name

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### PROFESSIONAL PROFILE

A result-driven **Sales Executive** with over 10 years expertise in:

- **Product Management – Product Development, Launch and Lifecycle Management**
- **Business Development - Channel and Distribution Strategy**
- **Marketing – Media Relations and Strategic Marketing Plans**
- **Channel/Sales Account Management**
- **Sales and Technical Training**

A creative strategist with strong negotiation, interpersonal and communication skills with the ability to see the “big” picture to facilitate key decision making process and revenue generation.

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### BUSINESS EXPERIENCE

#### **CISCO SYSTEMS, USA**

**2007 – Present**

#### **Regional Vice President, Data/Voice Products**

Responsible for driving new revenue growth of 20% for Cisco’s most strategic product, NBX - IP Data/Telephony solutions across Mid-Atlantic Region, USA

- Spearhead and manage a \$20 million regional product launch with a focus on creating awareness and market demand within the region
- Develop marketing plan to support Voice Products with quarterly reviews/updates, and manage quarterly marketing budget of \$1.5 million to support demand-generating activities
- Manage regional product lifecycle of \$15 million through product launch and phase-out processes
- Design a two tier distribution strategy for resellers to purchase locally from a Regional Distributor instead of buying from a National Distributor
- Develop business plans for Senior Management consideration and decision making; research and determine market requirements for inclusion in product offerings
- Monitor competitive trends and customer needs: create comparison tools of all competing products to provide resellers on positioning of Voice Solutions
- Deliver technical product training across the region to end-users, resellers and organizations
- Partner with Channel Sales organization and Customer Support Team to drive revenue opportunity for the region and post sale support services

#### **Accomplishments**

- Achieved strong 310% revenue growth totaling \$3.7 million for the second half of the fiscal year 2005
- Created a Channel Partner Program for Voice Products which resulted in recruiting 62 resellers across the Mid-Atlantic Region
- Recruited a National Distributor that placed an initial stocking order of Voice Products of \$1.2 million and maintained a weekly run rate of \$275,000 in sales
- Achieved product penetration through timely planning and execution of sales and marketing plans which generated over 7,800 active leads
- Worked with Channel Teams on major opportunities and increased the forecast by \$5.4 million

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#### **Channel Account Manager**

**2002 – 2007**

Responsible for effectively executing the company’s channel strategy in selected territories to increase sales and revenue margins of data networking solutions

- Articulated corporate vision and business solutions to enterprise accounts at all levels of decision-making; prepared pricing structures and RFP responses
- Created marketing plans for the territory as well as developed and implemented target account planning; leveraged “best practices” and “programs” with a holistic approach
- Monitored performance of existing partners to address non performance issues to support sales plan
- Negotiated and established new contracts for new partners/renewals; motivated partners to drive sales, gaining market-share and prioritizing against competition

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### **Accomplishments**

- Surpassed annual sales quota by 11% to \$5.2 million and increased margins by 7% within the first year
- Enhanced product recognition by effectively managing 65 territory resellers including 4 national resellers
- Partnered with resellers to implement Wireless, Layer 3 Switching, IP Telephony and Mobile Access Enterprise Solutions at a variety of customers including Coca Cola, Clearnet, Toys R Us, Grand Erie and Dufferin Peel District School Boards
- Opened 33 new accounts in the education verticals by leveraging customer success stories

### **AREAS OF EXPERTISE**

**Career fast track from Divisional Manager of industrial specialized cleaning products in 1989 to Regional Vice President of specialized cleaning products in 1995 to current position of Vice President, 2002 responsible for providing strategic direction in the following areas:**

#### **Executive Leadership**

- Support the Board and the Executive Committee by providing strategic direction based on knowledge of operating business issues, competitive analysis and broader market research data
- Demonstrate imagination, insight, and boldness to present challenges that bring out the best in people and bring them together around a shared sense of purpose
- Create a highly dynamic work environment that facilitates innovation and continuous improvement
- Convey the “big picture” thinking strategically throughout the organization empowering employees to produce beyond expectation results

#### **Business Growth and Development**

- Plan, develop and implement strategic plans for each Business Unit with a bottom-up approach to achieve established objectives with a strong focus on improving shareholder returns
- Conduct in-depth analysis of business strategy, identifying the best policies for development and the avoidance of foreseeable difficulties with a focus on continuous progress
- Oversaw the implementation of sales and business growth plans throughout the Business Units to ensure one, three and five year growth projections are in line with corporate targets
- Initiate appropriate actions to minimize risks and align performance goals with business targets

#### **Budgeting/Financial Control**

- Make strategic and operational planning decisions based on prudent financial analysis, using practical accounting and financial control tools together with business knowledge
- Review recent significant capital expenditure and outline plans; distinguish between mandatory and discretionary planned expenditure and summaries justifications in terms of ROI
- Generate detailed projections for costs, expenses, and inventory as part of the process of developing fully-integrated financial projections (income statements) for one and five years
- Monitor each unit financial performance to ensure alignment with corporate financial performance

#### **EDUCATION**

**MBA – Simon Fraser University, Vancouver, BC, 2002**

**Business Management Diploma – International Gateway College, Alberta, 1991**

#### **PROFESSIONAL DEVELOPMENT**

**Advance Channel Marketing and Management, 2006**

**Strategic Selling, 2005**

**Advance Presentation Skills, 2005**

**Negotiating to Yes, 2004**

**Integrity Selling, 2001**