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QUALIFICATION HIGHLIGHTS

- **Over 25 years in the Customer Service Industry – Retail • B2B • Software**
- **More than two decades in Sales & Management – Software • Franchising • Technology**
- **Hundreds of trade shows & conferences throughout North America**

SKILLS

- *Very motivated, self-directed, outgoing personality with excellent verbal and written communication skills.*
 - *Outstanding leadership and marketing abilities.*
 - *Public Speaking, Stage Presence, Trade Shows and Presentations.*
 - *Chain record breaking video and software sales, coordinating and managing retail operations including district & franchise management.*
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Independent Projects/Per Client Basis

June 2010 - Present

TT Mobile Media

- Display Ad Sales for Taxi Toppers
- Outbound/Inside Sales / Lead Gen
- Email Marketing Campaigns
- Brochure/Marketing Material Design

Manitoba Bluetooth Marketing

- Online Sales
- Product Demos
- Brochure/Marketing Material Design

Single Source Direct Marketing

- Trade Show / Conference Lead Gen
- Outbound/Inside B2B & B2C Sales
- Email Marketing Campaigns
- Brochure/Marketing Material Design

M.A.R.C Management

- Display Ad Sales
- Outside/Inside B2B Sales
- Email Marketing Campaigns
- Ad Design Consult

Wired By Design

- Lead Gen
 - Product Education / Sales
 - Customer Relations
 - Site Visits / Consult
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EMPLOYMENT HISTORY

Account Executive

May 2014 – Present

Electra Sign Ltd.

Responsibilities include:

- Sales/Leasing LED signs & Electronic Messaging Centres(EMC)
- EMC software implementation & training
- Client relations
- Prospect assessment
- Tradeshow/Conferences
- Lead generation
- Team project design and collaboration

Director, Business Development

Jan 2008 – June 2010

Dream Team Direct, Inc.

Responsibilities include:

- Direct Response product marketing
- Partner agreements and proposals
- Liaison between partners and leads
- Tradeshow/Conferences
- Lead generation
- Event Materials & Promotions

Reason for leaving: *Company restructured*

Client Account Manager

May 2006 – Jan 2008

Spectra Computer Services Ltd.

Responsibilities include:

- Client care & education of products/services
- Inside Sales / Outbound Calling
- Client account assessment and improvement
- Software Presentation and Deployment
- Create proposals and sales contracts

Reason for leaving: *Purchased by Domin-8 software
Company restructured*

Director, Training & Education

Feb 2005 – Sept 2005

Integrated Messaging, Inc.

Responsibilities include:

- Training and development of staff
- Development of processes, policies, incentive programs & training manuals
- Internal presentations

Reason for leaving: *Contract position*

Senior Account Executive

July 2000 - Nov 2004

eZedia, Inc.

- *Software Specialist*
- *Inside / Outside Sales*
- *Education Channel Manager*
- *Retail Channel Manager*

Responsibilities include:

- Product support and training
- Customer sales / support
- Inside Sales / Outbound Calling
- Distributor & Reseller Channel Management
- Professional Speaker & Software Demonstration at Conferences / Tradeshow Businesses & Education Centers throughout North America

Reason for leaving: *Crocus Investment Funding terminated. Company restructured*

EDUCATION

Winnipeg Technical College

Major: Cisco IT Technical

Manitoba Technical Training Centre

Major: Computer Curriculum

Major: Computer Accounting

Red River Community College

Small Business Management

Television Production

Grant Park High School (1983)

BUSINESS OWNERSHIP

Just New Releases

Dec 1992 - Apr 1998

Video Retail Operations

- Sales / Marketing
- Employee Development / Training
- Entertainment Consulting
- Computer Operations
- Franchise Training
- Inventory Purchasing
- Budget Controls / Payroll
- Franchise Consultant

PROFESSIONAL ACCOMPLISHMENTS

- **Award of excellence** for **Double Digit Revenue Sales Increases** for the fiscal year 1999 – awarded by Dan Howard COO, Glenn Bedard Executive VP Operations and Joe Thompson VP Operations for Video Update Canada Inc.
- **Highest Canadian Sales** for **Just New Releases** franchise operations 1993 thru 1997.
- **Highest Canadian Grossing Revenues** for **Jumbo Video** corporate stores 1989 thru 1991. Lowest Inventory loss included.
- **Manitoba Chapter chair / board member** from 1989 thru 1998 with the **Video Software Dealers Association**
- **Member of the ERA (*Electronic Retailers Association*) TV Council**
- **On-camera interviewer** and off-camera narrator / voiceover for **Victoria General Hospital & Biomedical Communications** project surrounding “*Family Presence During Resuscitation*” for Canada wide use in **Emergency and Critical Care units**.

PERSONAL ACCOMPLISHMENTS

- **Black Stripe** in ***KHF Hapkido*** and **First Degree Dan Black Belt** in ***WTF Tae Kwon Do***.
- Member of the **Canadian Hap ki do Demo Team (*World Championships 1997, 1998, 1999*)**.
- State Certified Instructor of **Hap ki do** to U.S. Law Enforcement Officers. (*Tae Ryong Park Academy*)