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**Sales Director | Accelerated Revenue & Profit Growth | Key Sales Initiatives | New Product Launches | MBA Level Knowledge**

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An accomplished Sales Leader with a proven history of achieving business goals by growing revenue and profit, delivering 10X growth. Passionate about products, leading teams, and turning data insights into action to maximize sales. A diligent professional who is creative, solution-oriented, and is considered a trusted business advisor by colleagues, senior executives, and customers.

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|----------------------------------|---------------------------------------|--------------------|
| ✓ Large Account Management       | ✓ Presenting                          | ✓ Active Listening |
| ✓ Strategic Selling & Planning   | ✓ Negotiation and Conflict Resolution | ✓ Empathy          |
| ✓ Leadership and Collaboration   | ✓ Product and Trend Analysis          | ✓ Merchandising    |
| ✓ Leading Customer Relationships | ✓ Data Analysis & Action              | ✓ Communication    |

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**PROFESSIONAL EXPERIENCE****CLARKS, Oakville, Canada****2014 – 2020****Key Accounts Director, Men's**

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- Managed P&L of **\$34M**.
- Developed and implemented national sales strategies, leading a team of **7** sales professionals across Canada to exceed tailored revenue plans and budgets. Increased revenue by **26%**, expanding men's share of business by **8 p.p.**
- Managed **11** national accounts plus three franchisees - analyzing weekly, monthly, and quarterly KPIs and acting on results - raising profit by **19%** and reducing sales allowances by **17%**.
- Collaborated with cross-functional business partners and contributed to the Sales Leadership Team to ensure the success of the business, achieving an exceptional, **100%** fill rate for the AR program and achieving an **85%** contract consumption rate.
- Championed product and sales meetings by communicating relevant data and specific product needs for the region, resulting in product development for key-initiatives.

**Spearheaded Key Sales Initiatives**

- Collaborated with the product and merchandising teams to develop first winter boot program – guided 3<sup>rd</sup> party manufacture, oversaw partnership with Goretex, and go to market strategy delivering **+\$1.5M** in revenue.
- Re-established Bostonian at The Bay **+\$867K** in revenue.
- Improved productivity of assortment, at Designer Brands, by implementing an AR program with locker stock **+60%** in sales.
- Successfully sold in the first Clarks assortment of premium products at Town Shoes using L.A.M.P. Boosted sales by **+\$300K**.
- United product and merchandising teams to develop SMU program for Softmoc, delivered the program on time **+\$1M** in revenue.
- Succeeded in opening Costco as a new account with an opening SMU order of **\$1.4M**.
- Engineered compensation plan converting sales force pay structure to salary plus bonus, resulting in reduced costs, improved morale, and higher employee engagement.
- Provided pricing framework and forecasting for **350** SKUs a season for all channels to optimize margins and maximize sell-through.

**CLARKS, Oakville, Canada****2010 – 2014****Key Accounts Manager, Men's**

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- Developed and implemented strategies that accelerated growth for five national accounts growing the business by **85%** from **\$8.4M** to **\$15.5M** - analyzing weekly, monthly, and quarterly KPI's and acting on results.
- Collaborated with cross-functional business partners to ensure success by creating and implementing the first account-specific sales plan, increasing account sales by **180%** from **\$180k** to **\$500K** - rolled out a national test program for these sales plans and oversaw the training of the sales force.
- Participated in product and sales meetings by presenting Key Account specific sales data and motivating specialty channel sales force to deliver best in class promotional product assortment for specialty accounts propelling the business from **\$0** to **\$1.5M**.
- Enhanced tailored assortments by adding advertised exclusive products and segmented offerings, optimizing customer SKU count by store, and creating data-driven sales presentations, presenting to buyers and management.
- Negotiated quarterly sales allowances to stay within the target of **3%**.

**CLARKS, Oakville, Canada****2005 – 2010****Territory Manager, Men's**

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- Maximized portfolio of specialty retailers in Ontario and revitalized the business - grew territory revenue by **50%**, adding **34** accounts and **7** flagship accounts.
- Presented seasonal product and marketing stories to retail partners - launched Clarks Unstructured, growing it to a **+\$1M** business.
- Created and executed in-store events to promote brands and product stories. Set a company record of **39** individual events in one season.
- Facilitated product knowledge training and incentives for sales associates and managers and established monthly conference calls.
- Participated in sales meetings and regional trade shows by sharing expertise, and knowledge, of the men's business with dual gender reps resulting in an increased sell-in of men's initiatives.
- Succeeded in implementing the first scanning system for store inventory and replenishment, resulting in **+20%** in sales.

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**NOTABLE ACTIVITIES & AWARDS**

- Volunteer – Halton Women's Place
- Salesperson of the Year, 2007 and 2009 - awarded by Clarks Americas
- Retail Partner of the Year, 2014 and 2015 - awarded by Sears Canada

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**EDUCATION & TRAINING**

- The Do Lectures – Bonfire With Soul, Ojai, CA
- University of Michigan, Ann Arbor, MI - Successful Negotiation: Essential Strategies and Skills
- Miller Heiman Group - Strategic Selling & Large Account Management Process
- George Brown College, Toronto, ON - Web Design