

# PIETER STRAUS, MBA, BA

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## SALES AND MARKETING EXECUTIVE

PRODUCT | PRICE | PLACE | PROMOTION & SALES EXCELLENCE

Award-winning sales leader with 20 years of success translating business concepts and marketing strategies into bottom-line results in sales revenue growth and customer loyalty. Bring a natural talent for tapping into the potential of international, national and cross-provincial territories through perceptive relationship management to foster long-term client retention.

Gifted business strategist with a reputation for devising and implementing transformative turnaround strategies for flagging sales organizations. Leverage a positive and engaging leadership style with a strong track record of aligning cross-functional teams with ambitious business development goals.

## AREAS OF EXPERTISE

- Sales and Marketing Planning
- Budgeting and Sales Forecasting
- National Account Management
- Distribution Network Development
- International Market Penetration
- Supplier and Retailer Relations
- Market and Competitive Analysis
- Sales Force Training and Development

## QUALIFICATIONS IN ACTION

STRATEGIC ACCOUNTS DIRECTOR, Enterprise Services, 2009-2011

VICE PRESIDENT, Retail, 2007-2009

DIRECTOR, New Business Development, 2003-2007

VISTA CORP, Toronto, ON

**R**ecruited by the world's largest creative global media company initially to build new business development and strategic planning in the retail sector. Spurred the company to change the overall direction and management of retail acquisition and partnerships across all channels by shifting focus from packaged goods manufacturers to retailers.

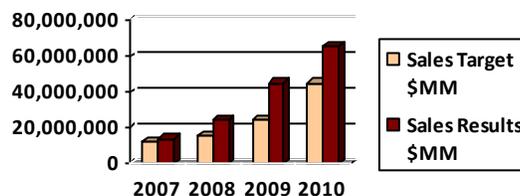
## SALES AND BUSINESS DEVELOPMENT SUCCESS

- Parachuted into a new Strategic Accounts Director role to **tap into new international markets, negotiating several long-term contracts, bundling new programs** and securing key business ahead of competitors.
- **Improved sales force performance** in each of the past 4 years through a strategic focus on stronger customer focus and enhanced skills development.
- **Negotiated a \$15 million contract** with retail giant Wal-Mart, the largest in company history.
- Ameliorated supplier and retailer relationships through value-adds such as competitive pricing, **securing \$5.5 million in sales and 300+ new accounts.**
- Attained **#1 ranking on all metrics in a team of 15 Directors** within a sales structure encompassing 80 offices and 2500 global sales consultants.
- **Overachieved sales plan by an astounding 273% in 2006**, capturing two consecutive President's Awards for business development excellence.

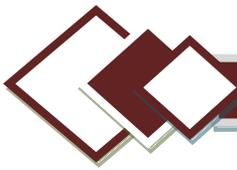
### SUCCESS BY THE NUMBERS

- **#1 company-wide** for account growth from 2006 to 2010.
- **#1 on all 11 KPIs** for 2008, 2009, and 2010, the highest in history.
- **#1 nationwide** for sales growth.
- **Achieved 2 President's Awards.**
- **Chairman's Club** status in 2006, 2007, 2008, 2009 and 2010.

## RECORD OF CONSISTENTLY EXCEEDING SALES TARGETS



*"Set a vision and a target – and constantly communicate them. Energize your people to reach that target." Jack Welch*



## QUALIFICATIONS IN ACTION (CONTINUED)

### VISTA Corp, Toronto, ON

- **Expanded revenue growth by 13.5%** by designing an activity-based sales funnel to manage risk and facilitate scalable revenue generation, utilizing NetSweep to help staff develop revenue acceleration strategies.
- Leveraged vendor listings to build trade show presence and capture key 'low-hanging fruit' markets, **netting \$10 million in new sales within 6 months.**

### PEOPLE DEVELOPMENT SUCCESS

- **Mobilized, coached and equipped a team of 45** with an understanding of target clients and strategies for gleaned greater revenues from key accounts.
- Championed knowledge-sharing, introducing staff-led "lunch and learn" sessions and mentoring employees on cradle-to-grave account management.
- **Groomed Chairman's Club-bound staff whose results surpassed plan by 210%**, creating a high-value revenue-driving business unit worth \$68 million per year which was eventually acquired by a key competitor in 2010.

#### SUCCESS BY THE NUMBERS

- Reduced turnover from 23.5% to 8.9% within 3 years.
- Grew the business development team from 2 to 45 in 2 years.

### VICE PRESIDENT OF BUSINESS DEVELOPMENT, 1995-2003

TOPCAST TV, Toronto, ON

**R**etained to help launch this first-of-its-kind digital advertising medium from initial concept to a multi-pronged business platform, encompassing technology, sales and business development, content planning, advertising, agency and retail development and operations leadership.

### STRATEGIC PLANNING SUCCESS

- **Developed a business model and financial plan** based on a 3-year timeline for approaching potential national clients.
- Analyzed marketing strategies, concerning retail spaces, to determine ad targets by store, time of day, demographic and geographic area.
- **Surpassed sales target by 35%** by devising a sophisticated advertising strategy for retailers to sell digital video time to product manufacturers.
- **Galvanized year-over-year growth of 23.1%** despite dramatic market retrenchment by strategically focusing on SME clients for better margins.
- **Directed the entire sales administration, budgeting and reporting function for the \$45 million** Toronto, Vancouver, California and New York sales regions.

#### SUCCESS BY THE NUMBERS

- Raised an initial \$13 million in seed capital from investors.
- Secured a \$120 million, 6-year contract with Wal-Mart.

### SALES AND BUSINESS DEVELOPMENT SUCCESS

- **Sparked an exemplary 62% year-over-year revenue growth** and elevated new account capture by 32%.
- Orchestrated the implementation of all sales, marketing and pipeline management strategies, successfully closing the company's first sale, **generating in excess of \$14 million in revenues.**
- **Re-engineered the sales organization in 2001 following 9/11, replacing 30% of the sales force**, integrating enhanced processes and clarifying obligations to the distribution channel to improve growth management.
- Drove forward innovative client management initiatives to expand the level, scope and caliber of the organization.
- Helmed the full spectrum of business development and channel management functions, guiding the team in **exceeding revenue plan by 50%+ over 1997, 1998 and 1999.**

## EDUCATION AND TRAINING

BACHELOR OF ARTS IN ECONOMICS, University of Western Ontario, London, ON

This was a fun project to work on. Pieter had so many accomplishments that it was a matter of choosing what to leave out without losing sight of his value. Pieter really admired Jack Welsh. I think he mentioned him over 10 times during our consultation, especially Jack's philosophy of success through your people. This was Pieter's philosophy also, hence the use of Jack's quote "Set a vision and a target – and constantly communicate them. Energize your people to reach that target."

Pieter did not want to appear as a traditional "sales guy". He wanted the reader to see that he was multifaceted – he could build teams, develop strategy, grow businesses and serve as an "intrapreneur". I focused on conveying those elements by creating a combination resume to showcase his people management, strategic planning and business development successes. I created text boxes so that his accomplishments would be easy to find, supported by a clean, bright, uncluttered branded look that was sophisticated but not overwhelmed with data.

As Pieter was all about numbers – sales growth, rankings, account growth etc- I created a document that showed how he turned around sales orgs, developed strong teams, exceeded all metrics and helped navigate the organizations through difficult periods. He was pleased with the document but most importantly, he had multiple offers within one month of starting his job search.