

SALES & MARKETING EXECUTIVE

... 15+ Years of Consistently Exceeding Staff Development, Sales & Marketing Targets...

Innovative and results-driven sales and marketing executive with 20+ years of success conceptualizing, developing and implementing competitive business strategies to build strong brand, drive sales revenue and performance in highly competitive markets. Success building, developing and motivating high performance organizations that can surpass the competition for efficiency, profitability, market share growth and customer satisfaction.

"Hands down, Emma is a top shelf Sales Leader! ...Always responsive to our clients' demanding expectations, I could always count on Emma to handle any concern efficiently, effectively, and to my complete satisfaction.

– Debbie Levin, CEO, Evergreen Learning

SALES & MARKETING EXPERTISE

- ✓ \$MM Deal Structuring & Negotiations
- ✓ Business Strategy - Vision & Execution
- ✓ Opportunity Analysis & Market Research
- ✓ Business Transformations & Turnarounds
- ✓ Budget Development & Cost Management
- ✓ Strategic Sales & Marketing Operational Planning
- ✓ Vertical & Regional Portfolio Management
- ✓ Sales & Marketing Program Design & Execution
- ✓ Sales Force Recruitment, Training & Development
- ✓ Performance Measurement & Motivation

QUALIFICATIONS IN ACTION

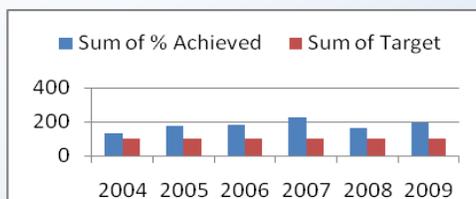
EVERGREEN LEARNING SOLUTIONS, Toronto, ON, 1990 – Present

CAREER SUMMARY: Joined one of Alberta's largest corporate skills development firm to oversee a \$25M regional sales portfolio and an 8-member team of Account Executives. After increasing portfolio performance by 20%, promoted to provide executive leadership for the Central Region. Assumed an expanded role as the company embarked on a complex period of organizational and business restructuring, ultimately becoming VP of Corporate & Channel Sales overseeing the 20+ member national corporate sales team accountable for \$35 million (26%) of company revenue.

VICE PRESIDENT, Corporate & Channel Sales, 2007-Present
ACTING NATIONAL VICE PRESIDENT, Corporate Sector, 2003-2007
VICE PRESIDENT, Central Region, 2002-2003
DIRECTOR OF SALES, Alberta, 2001-2002
SALES MANAGER, Alberta, 1990-2001

SALES & MARKETING EXCELLENCE

ACHIEVEMENT SNAPSHOT



- Catapulted sales growth by achieving 225% on a \$25 million target in 2007.
- Motivated the sales team to be the #1 revenue performing group in the company in 2008.
- Negotiated and closed a \$5.5 million net new agreement with a new account and subsequently helped to close a \$1.5 million two-year renewal and expansion agreement.
- Exceeded target with a 189% revenue growth in a \$355 million corporate portfolio in 2006, which represented 26% of the company's revenues.
- Instrumental in negotiating \$1.2M in net new revenues from one of Canada's largest retailers.
- Analyzed national and regional market demands and consumer trends to customize and refine the product offerings in order to maximize sales.
- Elevated the sophistication and accuracy in sales forecasting through the use of strategic sales methodologies.

QUALIFICATIONS IN ACTION (CONTINUE...)

EVERGREEN LEARNING SOLUTIONS (continue...)

STRATEGIC BUSINESS PLANNING

[Emma is] careful to maintain standards and promote accountability with her staff...She has always done the right thing and her actions have always proven to be both right and ethical...

Peter Martin, SVP, Evergreen

- Spearheaded the restructuring and right-sizing of the 100-member national sales and marketing team in order to capture efficiency savings and better position the company for long-term viability.
- **Propelled sales revenue to new levels and sustained staff morale** as the company embarked on a challenging era of change and re-financing.
- Reduced regional turnover and recruited new high calibre talent to fill critical team vacancies.
- Conceptualized and authored Evergreen's "National Exacting Expectations & Business Recovery Program", which established a **defined performance framework and a new approach to managing the sales and marketing cycle**.
- **Leveraged due diligence and risk analysis expertise to ensure that restructuring and a \$28 Million refinancing alternative** were achieved while maintaining the company's revenue, business and service objectives.
- Strategized with the corporate executives to develop and execute effective branding and marketing strategies to generate immediate interest and customer traffic among target demographics.

SALES FORCE DEVELOPMENT & MOTIVATION

- **Fostered a more cohesive and performance-focused team culture**, with open lines of communication at all levels.
- **Implemented a recruitment strategy to attract and retain professionals** with the insights, credentials and drive needed to meet the company's financial objectives.
- **Ranked as the company's top performing Vice President for all of North America for 18 consecutive months**.
- Coached, mentored and groomed several high-potential candidates for promotion to management roles.
- Created an orientation program with learning tools that enabled staff to quickly become high-impact contributors.
- **Established a new role to specifically target greenfield accounts, earning \$5.6 million** in new revenues in one year.
- Re-engineered the national account and compensation program to create better alignment between individual, team and corporate goals, and clients' needs and market demands.

CHANNEL DEVELOPMENT SUCCESSES

5 time President's Club Award Winner
Evergreen High Flyer MVP Award
 Select Clients include Microsoft, Rogers Communications, Bell Canada and TD Bank.

- Established a formal partner channel strategy, **driving \$2.75 million in sales** and pipeline using external sales teams.
- **Restructured the company's largest VAR agreement to provide 50% more value to Evergreen**.
- Negotiated key new reseller agreements, including one with NFP that opened a pipeline to 20,000+ potential clients.
- **Achieved significant year-over-year Microsoft-related revenue growth from Technical Partners**.
- **Launched the most successful revenue driving SPIFF sales incentive program in company history**.

EDUCATION & TRAINING

BACHELOR OF COMMERCE, Marketing, 1990
 University of British Columbia, Vancouver, BC

Professional Development:

Active Leadership • Leading Others • Survival Skills for Managers • Developmental Sales Coaching