

Position: Cyber Security Territory Sales Manager

Location: Calgary, AB

Relocate:  Yes  No  Possibly



CID#: 224099

## EXECUTIVE CANDIDATE PROFILE

Qualified management professional brings a wealth of hands-on experience in sales leadership, forecasting, key account management, and client service. Possessing exceptional skills in evaluating business operations to enhance fiscal and sales performance, ensure sustainability, strengthen competitive positioning, and identify revenue opportunities. Excels in prospecting, analyzing customer needs, negotiating contracts, and motivating staff members.

Has a strong track record and demonstrated expertise in leading and managing sales teams within focused organizations. By providing strong leadership, guidance, and support to the sales force, the sales departments have been aptly guided to achieve their targets and exceed revenue goals. With expertise in sales leadership, strategies have been implemented that have resulted in increased sales productivity, improved customer satisfaction, and higher profitability.

This professional has a deep understanding of market dynamics and trends, enabling them to identify emerging opportunities and potential challenges. They have a proven ability to develop and execute sales strategies that align with organizational goals, while also adapting to changing market conditions. By leveraging their knowledge of key account management, they have effectively nurtured and expanded existing client relationships, leading to long-term partnerships and repeat business.

Building and cultivating robust client relationships is a top priority, with a focus on maximizing satisfaction and fostering customer retention. They take a proactive approach to continuously analyze competitive activity, allowing them to develop effective strategies and techniques for penetrating, capturing, and retaining market share.

### ■ Recognition / Achievements

- *Development with Account Executive of Wireless offer to the Calgary Board of Education worth \$2.2 million*
- *Negotiated a five-year product supply and services agreement totaling \$11.5 million.*
- *Increased organizations regional revenue in western Canada from \$3.3 million to \$4.2 million, maintaining a 27.6% margin level.*
- *Transformed western Canada region for company from five years of consecutive losses to producing \$4.8 million at 26.7% margin.*

### ■ Education / Designations

- *Business Diploma*
- *Professional Development & Certifications*
  - *Business Administration*
  - *Strategic Selling, Solution Selling, Effective Negotiation, Leadership, Coaching, Project Management*
  - *Spin Selling Techniques*
  - *Toastmasters*
  - *Oil & Gas 101*