

JORDANA MATSOS

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SENIOR SALES BUSINESS LEADER

Accomplished and results-driven sales and marketing executive delivering revenue gains, executing successful marketing strategies, and leading sales and advertising teams to successfully achieve targets. Conducting market research and needs assessment as a priority for successful marketing and profitable business operations; able to create an aura of excitement about products and services with customers.

Blend confident communications style with a demonstrated ease in earning trust while conversing across diverse audiences. Implement innovative branding and marketing strategies to acquire new clients and expand market share. Professional integrity and strategic planning are key attributes.

CORE COMPETENCIES

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| ✓ Sales & Revenue Growth | ✓ Client Relations, Retention & Acquisition |
| ✓ Market Penetration & Marketing Strategies | ✓ Employee Training & Mentoring |
| ✓ Project Management | ✓ P & L Accountability |
| ✓ Target Account Establishment & Achievement | ✓ KPI Improvement |
| ✓ Campaign Development (SEO, SEM, PPC) | ✓ Start-up and Turnaround Situations |

PROFESSIONAL EXPERIENCE

October 2012 – Present

Market Sales Manager, Cintas Canada, Toronto, Ontario

Selling into global, regional and national businesses managing two distinct channels: New Business Sales Representatives and Market Development Sales Representatives to achieve weekly, quarterly and annual sales goals influencing customers with a positive, solution based and results driven collaborative approach.

Achievements:

- Leading and connecting as a Senior Manager to identify client needs and address them with strategic recommendation of Cintas' products and services carried out by our sales team of 8.
- Trained and developed 3 new sales representatives to achieve 117% or greater of quarterly goals
- Making strategic and tactical business decisions that directly affect the department and affect the organization's processes through a structured schedule of training, business meetings, call blocking and client-facing interactions

May 2010 – August 2012

Senior Sales Manager, Trader Corporation, Toronto, Ontario

Managed a team of 15 sales representatives covering the Greater Toronto Area, and provided coaching and mentoring for all team members with sales revenues in excess of \$20 million annually. Conducted client visits with C-level executives, and attended networking and OEM events. Provided with an individual sales target for a specific solution (V-Auto tool), which is sold to dealerships to assist with inventory management.

Achievements:

- Exceeded the 2011 annual sales target of \$10.2 million; the team achieved sales of \$11.1 million
- Sales targets doubled for the year 2012, from \$10 million to \$20 million as 3 new account executives were added to the region
- The region was recognized as the #1 sales force in terms of account growth; increased from 40% market share and 400 clients to 65% market share and more than 700 clients
- Achieved the lowest amount of churn decreased from 7% to 1.5%
- Develop a new initiative each month to improve specific KPIs (key performance indicators); initiatives include strategies for prospecting improvements, churn reductions, and product sales

April 2009 – April 2010

National Sales & Advertising Executive, Rive Gauche Media/Primacy Health, Toronto, ON

Defined advertising campaigns and launched targeted proposals and strategies to execute a focused approach to client accounts assigned by the publisher.

Achievements:

- Fostered the advertising sales team to write over \$1,000,000 in business within 3 months; identified new growth opportunities and business channels
- Exceeded national advertising revenue by 15% through the acquisition of 20 new business accounts monthly; increased daily sales visits and aligned the price structure to match competitors
- Implemented SEO and SEM strategies that were managed by the online sales consultants

November 2005 – March 2009

District Sales Manager, Metroland Media | The Hamilton Spectator, Hamilton, Ontario

Managed a team of sales representatives in the Hamilton, Halton, and Niagara areas. Integrated marketing initiatives designed to penetrate and grow targeted markets. Encourage business to purchase online advertisement by guaranteeing the client impressions on the home page for the Hamilton Spectator.

Achievements:

- Generated a 4% circulation growth rate in 2008
- Increased product revenue by \$185,775 through 8,000 door-to-door and online advertising sales
- Exceeded business goals by a minimum of 10% per period propelling overall annual sales goal to 145% of over achievement
- Expanded the sales team by 90% in the first year and experienced a growth rate of 60% in home delivery circulation over the previous year as a result of sales
- Established a partnership with the Industry Education Council of Hamilton to hire at-risk students

November 2003 – September 2005

Pre-Need Sales Manager & Consultant, Service Corporation International

Performed cold calling and provided information clients. Prepared and hosted information seminars in retirement homes, apartment buildings, and within the funeral home itself. Coached others in customer service, prospecting, product knowledge, sales presentations, closing sales, terms and contracts. Executed a comprehensive marketing plan designed to penetrate targeted markets.

Achievements:

- Led the execution of direct advertising campaigns that doubled monthly revenue and captured a new generation of pre-need clients
- Sold services to in and out-of-house to 85% of the clients in Hamilton and Niagara
- Closed an average sale of \$10,000 for a pre-arranged service with minimum 2 presentations per day

February 1997 – November 2002

Department Manager, Hudson's Bay Company

Experience in managing the Menswear and Point Of Sale department of up to 70 employees - involved in scheduling, operations, recruitment, training programs, coaching and attaining store and department budgets

FORMAL EDUCATION & PROFESSIONAL DEVELOPMENT

Human Resources Management Diploma, McMaster University, Hamilton, Ontario, 2003

Business Management Certificate, Sheridan College, Oakville, Ontario, 2002

Bachelor of Arts in English Program (2 years), McMaster University, Hamilton, Ontario, 1999

Professional Development Courses:

Strategic Selling, Comprehensive Strategies for Complex Sales, Miller Heiman, 2013

Building Social Media Relationships, McMaster University, 2011

Value Creation and Collaborative Leadership, Summit Group, 2011

Certificate in Sales and Leadership Development, Bailey Allard Associates, 2011

Industry Education Council of Hamilton Award for Business Leadership, 2007

Jordana Matsos

Phone Number and Email

Linkedin Profile Link

SUMMARY

A Sales Leader who excels at building sales strategy and implementing end-to-end sales process improvements by leveraging insights from data analysis and optimizing software technology stacks.

A consistent track record of driving sales enablement initiatives, creating meaningful KPI reports and dashboards and identifying best practices to build sales pipeline, improve forecasting accuracy, increase productivity, scale, and transform operations and achieve revenue growth targets faster.

Hands on experience championing the selection, customization, and rollout of software platforms to end users including: Salesforce CRM, Outreach, RingDNA, Pardot, Zuora CPQ and Finance billing system integrations.

A persuasive communicator and consensus builder with superior analytical, problem solving, onboarding and coaching skills, able to turnaround underperforming business units and build teams that deliver exceptional results.

EXPERIENCE & HIGHLIGHTS

Senior Manager, Sales Operations

COMPANY NAME

SPECIFIC DATES

A global information services provider with headquarters in the Netherlands, earning annual revenues of €4.4 billion. In North America, Wolters Kluwer is a \$900 million business that supports tax and accounting professionals with tax compliance, research and workflow software products to optimize practice management.

- Responsible for sales process optimization, CRM development and customization (Salesforce), sales pipeline and revenue forecasting, sales process training, KPI measurement and reporting.
- Partnered with the VP of Sales to determine territory and account assignments, quota allocation and sales strategy.
- Represented the Sales team for the planning and implementation of go to market strategies by working with the Marketing, Product Management, Customer Success, Finance and Sales Learning and Enablement teams.

Selected Accomplishments

- Designed and implemented a new model for sales activity standards that drove consistent monthly pipeline build, resulting in exceeding quota 11 of 12 months in 2018 and achieving 112% of annual quota. Achieved 108% of annual quota in 2019, after a 10% increase in quota compared to prior year.
- Built and presented the business case to secure approval and budget to implement RingDNA, campaign management and dialer software that increased the rate of dials and contacts by 30% in the first six months.
- Business process expert and onboarding training lead for the merge of Canada and U.S. Salesforce instances.
- Designed and implemented new Inside and Field sales territories to create a more agile sales structure.
- Led the transformation of the Customer Retention team by implementing new processes that improved contact and conversion rates, resulting in renewal rates greater than 90% to deliver \$55 million in annual revenue. Restructured the team, adding two new team members while managing the team directly for 18 months.
- Managed the Inside Sales team for 6 months during a Sales team restructure and exceeded all transition goals.
- Achieved an 88% rating for leadership competencies and qualities in a 360° feedback evaluation.

Director of Sales Operations

INFOMART, A DIVISION OF POSTMEDIA NETWORK INC.

2013 -2015

Infomart is a provider of a SaaS enterprise software solution, and research and data analytics consulting services, allowing research, communication, and brand marketing professionals to monitor, measure and evaluate communications, business issues and competitors across print, broadcast and social media channels.

- Responsible for sales KPI measurement and reporting, sales territory planning and evaluation, RFP submissions, product and pricing catalogue, inbound customer support and the CRM database (Salesforce).
- Managed the Inside Sales channel including lead generation, new business prospecting and subscription renewals.

Selected Accomplishments

- Devised and implemented a new subscription license renewal sales process to migrate customers to an upgraded software version with a conversion rate of 40% and an increase in ARPA of 5% in year one.
- Designed new commission plans for the Sales and Customer Service teams to better align compensation with revenue growth, product sales and Customer Service goals.
- Developed a new hiring profile and selection process to improve the success rate of new Inside Sales reps.

TRADER CORPORATION / AUTOTRADER.CA**2008 – 2013**

Canada's leading seller of online and mobile app classified listings for vehicles and inventory management systems for auto dealers.

Director of Sales and Service Operations (2012 - 2013)

- Selected to lead the implementation of an organizational restructuring plan to create a new Inside Sales channel and Customer Support team under the direction of a new private equity ownership group.
- Developed the annual business plan for the Inside Sales channel including territory assignments, customer acquisition and retention strategies and product sales targets to deliver \$6 million in annual revenue.
- Led National inbound Customer Support call center operations through a management team of seven with a staff of 75 customer service agents to provide product support to a customer base of over 3,000 automotive dealers.

Selected Accomplishments

- Established an Inside Sales team of three first line Managers, 13 Account Managers and four Business Acquisition Specialists to transition over 1,500 client accounts and \$110K in weekly revenue from Outside sales channels. Increased weekly recurring advertising revenue by 6% from Q3 to Q4 in my first year.
- Directed the rollout of the Salesforce CRM tool to improve account management, sales territory planning and performance measurement for a National Sales team of 100 members.
- Recruited and hired a Sales Process Optimization team of four members to produce weekly sales analysis and make recommendations to improve sales channel productivity and effectiveness.

Director of Circulation (2008 - 2012)

- Led Operations and Retail Sales management teams, in seven offices across Canada, to deliver \$20 million in revenue.

PRIOR EXPERIENCE**Vice President of Circulation, TORONTO SUN****Vice President of Circulation and Sports Publications, TRANSCONTINENTAL MEDIA G.P.****Progressive Sales, Operations and Marketing Management Positions, TORONTO STAR NEWSPAPERS LTD.****EDUCATION & PROFESSIONAL DEVELOPMENT****Master of Business Administration (MBA)**, Queen's University, D.I. McLeod Scholarship**Bachelor of Science (BSc.)**, University of Guelph**Executive Development Courses:** Brand Marketing (McGill University), Performance Management (York University)**Software Product Online Learning:** Salesforce Trailhead Ranger (100 badges), Outreach University (19 courses)