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**SUMMARY OF EXCELLENCE IN SALES:**

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Proven successful sales leadership in emerging markets. Achieved top ranked performance in sales divisions; consistently leading these divisions in overall sales and revenue. Highly effective at building and maintaining confidence and strong relations with customers and key decision makers; and establishing business in new territories. Excellent interpersonal skills, articulate, coachable, eager to learn, and driven to succeed. A leader who believes in coaching and mentoring in order to foster individual potential and bring out the best in people. Areas of expertise include:

- |                                  |                              |
|----------------------------------|------------------------------|
| -Business Development Management | - Lead Generation            |
| -Account & Territory Management  | - Sales Presentations        |
| -Staff Hiring and Training       | - Salesforce & CRM Certified |

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**WORK EXPERIENCE**

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**Jiffy***Head of Sales*

2019 - Present

- Directly reports to both Co-Founders.
- Created, managed and facilitated a sales team at Jiffy from the ground up.
- Developed processes and strategy as well as implemented resources and technology to meet objectives.
- Responsible for leading expansion to US markets, including both Boston and Chicago.
- Since 2019, helped Jiffy grow revenue by over 40%.
- Led the inception and adoption of Pipedrive/Hubspot CRMs and outreach softwares used by all sales reps and account managers.
- Conducted final interviews during our hiring process and implemented training protocols for all new sales personnel.
- Manage the sales team to ensure monthly goals and targets are hit and exceeded, while working to forecast the future of the business and enhance the profitability of Jiffy as a whole.
- Work directly with the Marketing Team in order to drive new users as well as inbound leads.
- Collaborate with the Product Team in order to help develop new features and enhance website development.
- Provided presentations to founders used towards successful closer of most recent round of fundraising – series A.

**Platterz***Senior Sales Manager of Canada*

2017 - 2019

- Directly reports to Founder and CEO.
- Responsible for all revenue operations throughout all of our Canadian markets, as well as our Inside Sales Team.
- Conducts the final interviews during our hiring process and implements training protocols for all new sales personnel on our growing Canadian teams, as well as the Inside Sales Team.
- Key contributor in the adoption of Salesforce and Outreach for all of our sales teams.
- Manage the sales team to ensure monthly revenue targets are hit and exceeded, while working to forecast the future of the business and enhance the profitability of Platterz as a whole.
- Been through three rounds of funding (Seed, Series A, and currently closing Series B).

*Inside Sales Manager*

2017

- Personally launched and developed the Inside Sales / SDR Team, with a focus on scaling Platterz throughout major markets within the United States.
- Built market strategies, in depth sales process, and a compensation model for the Inside Sales Team.
- Participated in the hiring process for key members of the Inside Sales Team, and worked to train and mentor these SDRs in order to qualify and close new business opportunities.
- Led the company's expansion into markets in New York, Los Angeles, San Francisco, Boston, Chicago, and Austin.

- While managing the Inside Sales Team, we were responsible for qualifying over 30% of the overall revenue generated in these tier A markets.

**Sales Manager**

2016 - 2017

- Core team member and the 15<sup>th</sup> hire at Platterz, which has grown to 160 employees and operates in 14 cities.
- Key player in the development of emerging markets; successfully managed the launch of the Kitchener-Waterloo region, and a member of the founding team for the New York City region.
- Consistently the top ranking Sales Manager, responsible for bringing aboard over 120 accounts, resulting in over \$850K in revenue.
- Worked collaboratively with the marketing and product teams in order to maximize brand awareness and placement.

**Strength.com****Sales Manager**

2015 - 2016

- Initial sales manager and team lead for newly acquired fitness/nutrition brand.
- Responsibilities include managing and building existing client base of over 550 accounts.
- Successfully developed sales strategy leading to 500 new accounts generated since inception.
- Active member in re-branding – responsible for migrating to new brand concept after acquisition.
- Coordinated with product marketing team to establish brand awareness via online, point of purchase, and packaging.

**S-Trip!****Team Lead and Sales Representative**

2013 - 2015

- Led by example in key activities intended to increase productivity and morale across the sales department by exceeding daily and weekly KPI targets including reaching 2 hours a day talk time or 100+ outbound calls, while recruiting 25+ student leaders per week.
- Generated \$300,000 in revenue during the 2013-2014 sales season.
- Responsible for generating \$860,000 in revenue over the course of the 2015 sales season; representing 30% of the division's revenue.
- Managed satellite sales teams across 18+ territories at top academic institutions including Waterloo University, Wilfred Laurier University, Western University, University of Connecticut and New York University.
- Successfully hired, developed and retained 6 new hires.
- Consistently surpassed annual sales quotas by as much as 15%.
- Recruited and built relationships with 200-250 student leaders annually.
- Developed marketing strategy to drive traffic to product collateral and generate sales leads.

**EDUCATION**

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**Wilfred Laurier University, Waterloo, Ontario, Canada**

2013

*Bachelor of Arts Degree, Honors Communication Studies***ACTIVITIES & INTERESTS**

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**Toronto Institute of Bartending and Smart Serve Certification**

2013

- Completed the "Introduction to Bartending and Mixology Program", achieving a 91% grade; the highest in the course.

**Laurier Marketing Association (LMA), VP Communications**

2009 - 2013

- Vice President of Communications, responsible for membership communications as well as event organization with other executives, resulting in a record setting membership enrollment in 2012.

**Laurier Intramural Flag Football, Team Captain**

2010 - 2013