

# Client Name

## Sales Executive

Results-driven and accomplished professional with 20+ years of experience in recruiting and training staff, reporting to senior management, monitoring sales performance, creating and implementing sales strategies, and handling major customer accounts.

Adept at approaching new customers, managing sales teams, liaising with stakeholders, building relationships, and researching the market. Expert at developing sales plans, overseeing daily operations, forecasting annual profits, solving customer complaints, and finding ways to increase customer satisfaction. Capable of providing medication samples and other persuasive materials to boost share of assigned brands within territory market. Demonstrated success in achieving sales targets, increasing market share, devising and implementing market penetration initiatives, and driving scalable revenue growth.

## Areas of Expertise

- Sales & Marketing Strategies
- Market research & Analysis
- Contract Negotiations
- New Business Development
- Team-building & Leadership
- Key Accounts Management
- Distribution Channel Development
- Start-Up ventures & New Enterprises
- Market Penetration Initiatives

## Career Experience

**Gucci Group (Kering Group International)**  
Regional Sales Manager

2004 – 2021

Promoted the company's products in coordination with in-store management and marketing teams. Act as the main point of contact with suppliers and distributors in the region. Implement sales goals, while preparing sales reports and submitting to senior management. Promptly respond to customer requests. Maximize growth potential of stores within the region, while ensuring store's compliance with industry regulations. Deliver vital contribution in achieving sales objectives in assigned market and supported other markets like Western Region and Central. Lead prospecting, recruitment, negotiation, and new business development initiatives. Strategize Marketing Cooperation Plans, Venue Planning for different Corporate Events, while increasing attendance for continuing education and trainings. Spearhead product launches in top fair trades such as; Swiss Basel Fair and Couture Las Vegas Trade Show. Private viewings in New York, Texas, Florida, Cancun and California in conjunction with the Grammy Awards.

- Instrumental in accelerating revenue growth of up to 30%, while leading negotiations with key clients.
- Recognized as Annual Corporate-American Winner of most training done for the Gucci Group 2 years in a row that resulted in enhancing sales percentage for the last 3 years, and exceeding budgets up to 30%.

## Additional Experience

**Clinique Medico Esthetique Westmount**, Co-Owner, Westmount Quebec  
**Pharmaceutical Marketing Agency**, Account Manager, Toronto  
Prior Experience Upon Request

## Education

**Master of Science in Marketing**  
HEC (Hautes Etudes Commerciales), Montreal

**Bachelor of Business Administration in International Business**  
HEC (Hautes Etudes Commerciales), Montreal

## Certifications & Professional Development

### GIA Certification

**Conferences / workshops:** numerous professionally related development courses: HR, Hiring and Working with Third Parties, Digital, Business Development, Merchandising, Visuals and Training.

**Corporate Sustainability & Responsibility** (Progressive leadership in environment, involvement of suppliers, respect for human rights and employees).

**Techniques Marketing**, College Montmorency