

Paul J. VanderWiel

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Successful background in sales, procurement/negotiations and product management in one of Canada's top 50 organizations and one of the world's largest co-operative organizations. Established and maintained a large network of contacts with key decision-makers of national buying groups. Able to improve relationships with key accounts as an account manager using a thorough knowledge of retail sales, buying, merchandising and marketing strategies. Distinguished as a top producer who consistently exceeds all sales, financial and performance goals. Highly versatile and motivated professional who self-initiates personal development and rapidly masters new positions to become a high-valued employee.

KEY AREAS OF EXPERTISE:

- Professional sales
- Retail practices
- Astute procurement negotiation skills
- Relationship building with internal and external stakeholders
- Marketing
- Visual merchandising
- Maximizing revenue and cost saving opportunities
- Consumer, financial and statistical analysis
- Management consulting
- Inventory control
- MS Office (Excel, Word, PowerPoint and Outlook) and procurement software
- Visionary in identifying new trends and market niches
- Sourcing and research
- Strategic business planning
- Business problem-solving
- Transportation logistics
- Leading, training and motivating team members
- Customer and vendor relations

Professional Background

Federated Co-operatives Ltd., Saskatoon, SK, 12/2003 – 01/2017

RETAIL SALES COORDINATOR, 12/2003 – 12/2012 and 05/2015 – 01/2017

- Provided sales support and management consulting services to 80 urban and rural retail locations in Western Canada.
- Launched new products and programs to customers at buying shows.
- Reviewed financial statements and POS reports with managers to develop sales plans.
- Provided guidance for all programs to maximize benefit at store level, including reviews of sales statistics, product selection, inventory, and loss prevention. Supported planogram implementation.
- Trained and coached retail managers on product knowledge as well as sales, merchandising and marketing strategies. Organized and implemented training programs for retail sales staff.
- Coordinated store openings (drafting of store layouts in AutoCAD, ordering merchandise, setting-up merchandising fixtures, developing and planning schedules with managers and contractors).

SELECTED ACCOMPLISHMENTS:

- Consistently achieved healthy sales and profits. Improved sales by 5% in the difficult year of 2016.
- Acted as a subject matter expert on POS systems. Designed and delivered store training programs.
- Created job descriptions for 24 retail commodity coordinators.
- Handled the project management of converting a new acquisition to the Co-op brand.
- Designed and delivered presentations on store modernization and new store development to retail managers across Western Canada.

CATEGORY MANAGER (BUYER), 12/2012 – 05/2015

- Sourced retail products/categories via online research, industry network and trade shows; requiring travel to attend events and audit operations of prospective vendors in the Orient and North America.
- Negotiated the purchase of programs and products with multinational vendors to develop product assortments for 225 co-ops in Western Canada. Managed an annual budget of up to \$65 million.
- Resolved vendor issues—warranty claims, quality control, and logistics (lead times and transportation).
- Conceived multi-media marketing plans, including national television, flyers and digital initiatives in collaboration with vendors.

CATEGORY MANAGER (continued)

- Reviewed inventory levels to maximize cash flow while meeting service levels and end user demands.
- Designed planograms to maximize sales of new and existing products.
- Managed business categories to achieve budgets for costs, sales, margins, and inventory levels.
- Maintained knowledge of emerging trends, opportunities, challenges, and best practices.
- Developed and coordinated product importation programs to meet timelines and cost controls.
- Collaborated with team members to discuss opportunities, current issues, and strategic direction.
- Analyzed sales, inventory, pricing, product, and logistics data in Excel.

SELECTED ACCOMPLISHMENTS:

- Consistently the top performer in a 12-person product management team.
- Negotiated programs for industry buying groups to reduce costs of Canadian retailers. Selected to chair the negotiations for key categories in 2014 and 2015, representing 12 national retailers.
- Met and exceeded all sales and marketing goals throughout tenure.
- Achieved status as #1 retailer in an industry buying group for capitalizing on quarterly buys.
- From 2013 to 2015, generated \$2 million of cost savings while improving sales for key suppliers; for example, increased sales of Makita by 50%, Dow Corning by 15%, and Stanley Black & Decker by 12%.
- Generated significant increases in several categories by adding new vendors and leveraging pricing.

Home Depot, Saskatoon, SK, 01/2000 – 12/2003

INSTALL SALES MANAGER

- Sold building materials and home renovation projects to customers.
- Planned and coordinated the installation of home renovations; liaising between customers and team members.
- Interviewed, selected, supervised, trained and coached installation teams.
- Successfully managed customer relations and resolved customer concerns.
- Purchased special order products directly from manufacturers and coordinated delivery schedules.

Education and Training

Completed four years of post-secondary studies:

Horticulture Diploma & Journeyman Certificate

Mohawk College of Applied Arts & Technology and The Royal Botanical Gardens • 1990 – 1992

- **Recipient of Best Overall Student Award (4.0/4.0 Cumulative Grade Point Average)**

Electronic Engineering Technician Program

Niagara College of Applied Arts and Technology • 1983 – 1985

Completed the Breakthrough Negotiating Course and ongoing professional development with Federated Co-op on procurement strategies, inventory control, financial statement analysis, budgeting, merchandising, IT, loss prevention, and marketing.

Extracurricular/Community Activities

- Member, Wally Byam Caravan Club International (camping), 2009 – Present
- Cofounder, Bolerama (camping club), 2001 – Present
- Executive Member, Blackstrap Sailing Club, 2012 – 2015
- Habitat for Humanity, Saskatoon Folkfest volunteer and Saskatoon Humane Society (SPCA)
- Committee Member, Ontario Ministry of Education Horticultural Studies Advisory, 1992 – 1994
- Enjoys traveling, camping, kayaking, hiking, geocaching, and alpine skiing