**RAY TIERNEY**

**Personal: Education:**

2037 Oak Bliss Crescent Post Graduate Certificate, Public Relations

Oakville, ON L6M 3K4 Humber College, 1989

Telephone (H): 905-465-2656 Diploma, Business Administration

Telephone (M): 647-465-2867 Humber College, 1988

E-Mail: [tierney@start.ca](mailto:tierney@start.ca)

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**PROFILE**

*A strategic sales professional with over 22 years’ experience developing new business through prospecting and networking. Build collaborative relationships and significantly increase revenue and profitability through astute account management and analytical program reviews. As a proactive manager, always looking to find innovative solutions for customers that lead to new business. Ability to convey complex technical messages to a range of B2B audiences. Strong merchandising, purchasing, organizing/planning skills. Thrives in a team, open communication environment that is customer focused.*

**EMPLOYMENT HISTORY**

**Simpson Strong-Tie, Brampton, ON 2014 - 2016**

**Eastern Canada Sales Manager**

* Increased top line sales by 5% in 2015 during a tough economic year in the retail and 2-step distribution channels.
* Grew under-performing products lines by 25% which led to increased overall market share increase and profitability.
* Built strong relationships with Greater Toronto Area contractors and key distributors to drive new product line sales.
* Managed and mentored a sales group of 5 across Eastern Canada.
* Liaison for major accounts in Eastern Canada - Home Depot, RONA, Home Hardware, BMR and Canac Marquis.

**Southwire Canada, Mississauga, ON 2008 – 2014**

**Contractor Sales Manager, Ontario Feb. – Apr. 2014**

* Developed and executed launch of the “SIMpull Solutions” program resulting in a 23% increase in sales.
* Launched the “T90 Coilpak” and received the largest single order for the company within weeks of showcasing new product at major mall in west Toronto.

**National Accounts Manager, Commercial Electrical Channel 2013 - 2014**

* Developed and executed the business plan to launch Home Depot Canada into the commercial wire and cable channel which resulted in a 26% increase in revenue and a 5- point percent increase in gross margin.
* Led and mentored Home Depot Canada’s outside sales force/senior level executives in the commercial market segment, i.e., commercial electricians, which resulted in a new revenue stream, 40% increase in sales, and a substantial increase in gross margins.
* Developed and implemented a new pricing strategy for the wire category at Home Depot which accelerated sales growth and increased gross margins substantially.
* Established strong relationships with key contractors at the executive and project manager level which allowed further penetration of product and increased sales.

**National Account Manager, Retail 2008 - 2012**

* Developed strong relationships with senior management at Lowe’s Canada, RONA, Canadian Tire, Home Hardware, Chalifour, Spancan and Octo buying groups leading to exceeding profitability/EBITDA objectives.
* Exceeded sales plan each year resulting in increased customer base and a 3-point percent increase to EBITDA.
* Added value through new product introductions and new services/ promotions leading to increased sales/profitability, and managed 2 sales agents – in Quebec and West.
* Developed specific merchandising and sales programs for retailers allowing them to compete effectively and differentiate themselves in the market.

**Franchise Owner, Hickory Dickory Decks, Toronto, ON 2001 - 2007**

* Developed a new franchise territory from startup to over $950 K in sales within 5 years.
* Highest “closing” franchisee with a closing ratio of 82%.
* Organized the first Franchise Association in 2005 and was elected President that year.

**Sales Manager, CPI Plastics Group, Mississauga, ON 2001 - 2002**

* Developed the strategic plan and growth plan of “EON” decking for North American Home Depot stores focusing on Ontario market and 5 states in U.S.
* Directed a sales force of 5 in Ontario and U.S. based sales agent. Key representative with U.S. -based distributors resulting in 40% increase in sales.

**Home Depot Canada (formerly Aikenhead’s Hardware) 1992 – 2001**

**Associate Merchant, Vancouver, BC 1999 - 2001**

**Merchandising Assistant, Toronto, ON 1997 - 1998**

**Special Order Coordinator, Toronto, ON 1995 - 1996**

**Merchandising Assistant (Aikenhead’s), Toronto, ON 1992 - 1994**

**Canadian Linen Supply – Sales Representative, Toronto, ON 1989 - 1991**

**CONTINUING EDUCATION**

* Business Administration Management, McMaster University, Hamilton, ON leading to a diploma in Business Administration – ongoing

**COMPUTER SKILLS**

* Proficient in Microsoft Office Suite – Word, Excel, PowerPoint, Apple OSX

***References Available Upon Request***