

Claude Dion

462 de Compostelle • Terrebonne, Quebec, J6Y 1Y8 claudedion.2014@outlook.com

• Home : 450-471-9143 • Cell : 514-641-9143

A highly talented and accomplished Retail Management Professional with a global experience in all aspects relating to Big Box Management, Category Management (retailing and buying), Visual Merchandising and Major National Account Management.

- Extensive business and management experiences
 - Hard working, detail oriented and able to multi-task
 - Able to plan, organize and coordinate promotional events
 - Profit and loss Analyses
 - Creative, innovative, and efficient at product presentation
 - Extensive retail merchandising and sales background
 - Excellent training and leadership abilities
 - Great knowledge of retail business
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PROFESSIONAL BACKGROUND

2016 – 2017 **Eastern Canada Sales Director**

- Sales, National Accounts and Development Director
- Provides expertise and support to various banners to gain market share in Eastern Canada
- Develops merchandising strategies to create sales based on the profitability of the company and to maximize growth
- Presents promo quarterly as well as all new products
- Manages advertising / promotions according to budget approval
- Select the products for the flyer, making sure to offer the best possible prices for the customer while keeping the profit margin.
- Masters competition, with the understanding of their strategy by being very hands on close to the market
- Negotiates directly with all banners & manages all business VBA
- Participate in various trade shows (EX: National Hardware show Vegas, WRLA, Orgill show)

Achievement: NORSKE TOOLS

- Created the following contacts: Marério, Home-Hardware, Rona/Reno-Depot, Canac, CTC, Spancan, Groupe MMI, Castle, Timber Mart
- Result: Open account with Home Hardware, Canac (currently in line review) Group MMI (10 news account with a potential of 35)
- Product development and marketing (Trip to China)
Result: Sale 3500 sets bits 42 pc, sales of several new ¼ pallet displays (+ \$ 100,000 sales)
- Recognition of NORSKE TOOLS and TRADE-A-BLADE brand in Quebec and Ontario
Result: During the future line review, NORSKE will be invited to participate (ex: Canac / SPANCAN) Visibility of the brand throughout Québec

2012 - 2016 **Tool & Hardware Merchandiser - Réno-Dépot**
RONA INC. – Boucherville, QC

- Manage a portfolio of over \$60 M annually, with approximately 10 000 SKU's
- Complete reorganization of two large departments
- Major SKU rationalization completed with extensive product analysis
- Negotiate directly with all suppliers
- Weekly product selection for the flyers insuring the best deals possible for the customer while maintaining the best margin
- Build relationship with RONA internal departments to simplify and accelerate all decisions
- Create over 100 planograms for tools and hardware categories
- Control and manage inventory level
- Participated in the implementation of the merchandising standards
- Work closely with the other Merchandiser to maintain a synergy and insure the unity of all the decision toward the same objective
- Supervise an Assistant-Merchandiser

PROFESSIONAL BACKGROUND (suite)

2012 - 2016

Achievements: Reno-Depot

- - Rationalization of the products of the departments Tools / Hardware 12000 products has 10000 products; Result: inventory cost reduction of \$ 1,750,000
- - In streamlining, returns to vendors were negotiated in the Tools / Hardware departments; The result: saving over \$ 6,500,000.
- - Implementation of more than 130 new planograms; Result: Facilitates the customer experience.
- - Implementation of a new concept of power tools by national brand (Dewalt, Bosch, Makita) unique in supermarkets; Result: The company stands out from the competition

2006 - 2012

Merchandising Director and National Account Manager

INNOVAK GROUP INC. – Pointe Claire, QC

- Increased sales of more than 20% for Rona Canada over 5 years.
- Manage the Rona account (all banners; RONA – Réno-Dépôt – Totem, etc...)
- Develop and implement all in store visual merchandise program of our products in the Rona stores.
- Responsible for communicating with the merchants and all store visual teams/service teams regarding changes, resets and new line of product.
- Work with the hardware buyers (electric and manual tools) to increase the variety of our products in stores.
- Plan the sales forecast, every month, based on the past years information's.
- Follow up the activities of the service teams (Rona & Home Depot) to maintain the quality standards.
- Train the service teams and in store employees (product knowledge), to make sure that our products are well known (more in-stock products and more sales).
- Create the Plano gram and suggest improvement to the Rona buyers/Planogram team to maximize the space and sales.
- Perform a variety of tasks including administration and various projects.
- Assist the Rona Operations group in the store opening/renovations, exhibits and various marketing events.
- Attend the annual Rona show to present our new products to the Rona owners from all over the country.

Achievement: (INNOVAK GROUP INC.)

- Implementation of the program controlled brand in the power tools; accessories (over 280 new items Haussmann and Haussmann Expert).
- Vendor Team Captain of the power tool accessories category.
- Vendor Team Captain of the levels and accessories category for the past 5 years for Rona/Haussmann and Johnson Level brands.
- Team Captain of the screwdrivers category.

2004-2006

Assistant Store Manager - Merchandising

HOME DEPOT (ST-JEROME & BEAUBIEN)

- Average increase for each store from 5% to 15% in each department.
- Managed seven departments (Tools / Building Materials / Lighting / Plumbing / Pro / Tool Rental / Seasonal).
- Assisted in managing daily operations of a retail store.
- Performed a variety of activities and supervised employees to do their specific duties.
- Prepared seasonal layout with associates and department supervisors.
- Achieved and exceeded sale goals.
- Supervised subordinate staff.
- Acted as store manager while Manager was absent.
- Ordered merchandise or prepared requisitions to replenish merchandise on hand.
- Ensured compliance of employee with established security, sales, and record keeping procedures and practices.
- Trained new employees and participated in the orientation process.

PROFESSIONAL BACKGROUND (suite)**Achievement: HOME-DEPOT*****HD Beaubien***

- Rebuilt the Pro counter team putting focus on vision and results. We had a substantial increase in new Business account very quickly.
- Re-planned the merchandising of the tools section, the results were an improved visual appearance and a more enjoyable experience for the customer.
- Plano-graphed an outdoor display for cement. We have noted an increase of over 20% in sales of this category (cement and de-icer salt during winter)
- Captain of the power tool accessories category.
- Captain of the levels and accessories category for the past 5 years for Rona/Hausmann and Johnson Level brands.
- Captain of the screwdrivers category.

HD St-Jérôme

- I have done some strategic moves to increase sales. For the Christmas season we had a sales increase of 15% (tools showroom by supplier) \$200,000 sales. In the seasonal department, I did a bulk buy of snow blowers. Result, 150 snow blowers sold in 5 days – sales of \$150,000.
- The reason of my transfer between Beaubien and St-Jérôme was to enhance the merchandising of the store. I have overcome this challenge by focusing on a structure way of doing things. The team under my responsibility has learned to analyze each end cap + P & L to reflect the flyer and seasonality. We received many positive feedbacks from customers.
- Re-planned the merchandising of the building material department. Result – significant increase in sales of more than 8% in 4 months.

2003-2004

Buyer (manual and electric tools, flooring)

BMR – HEAD OFFICE, Boucherville, QC

- Identified the needs for inventory replenishment.
- Researched and recorded data for sales analysis and reporting activities in my categories.
- Maintained communication between corporate office, distribution center and all store locations.
- Displayed merchandise/product at store locations to ensure product appeal and profit growth.
- Prepared circular content.
- Coordinated and organized marketing and Plano grams of the various products.

Achievement: 10% sales increase for the flooring department by conducting multiple tile promotions, the result; 9 containers of tile sold in 3 weeks. Implementation of the Johnson laser level program, result; the supplier ran out of inventory because the success was so extraordinary.

1994-2003

RÉNO-DÉPOT

****Assistant Buyer – electricity & lighting (2001-2003) – Montreal, Qc***

- Responsible of buying, sales & inventory control.
- Selected and analysed the categories.
- Negotiated commercial agreements and programs with key vendors and suppliers.
- Prepared the circulars.
- Worked with the head buyer to develop new concepts and merchandising ideas.
- Planned and organized training for the in-store employees.
- Created the Plano grams and participated in the marketing projects.

Achievement: Implemented the order system (E-3). Sales increase of 5% compare to budget.

PROFESSIONAL BACKGROUND (suite)*** Assistant Store Manager (1994-2001)** - Marché Central, Anjou & Rosemère

- Responsible for the customer service and merchandising of my departments (Hardware/Seasonal/Plumbing/Kitchen/Painting/Décor/Flooring & Electricity/Lighting).
- Controlled and supervised financial transactions and expenses.
- Managed the schedules and processes.
- Trained the new employees.
- Supervised display merchandising and maintenance of the store.
- In charge of marketing, inventory and events (radio, TV, newspaper).
- Team management.

Achievement: Enhanced the image and the sales of the Hardware department (Marché Central), restructured the visual layout of the tool section (2500 sq. ft), set-up the Plumbing/Kitchen dept. (Rosemère opening).

1993-1994

Store Manager

PRO-HOME HARDWARE, Cote-St-Luc, Qc

- Supported and enforced the execution of retail programs and strategies to achieve business standards and goals.
- Analysed the store financial reports and motivated the team to take action to maximize revenues and control costs.
- Responsible for the development of store personnel (75 employees).
- Implemented store merchandising to enhance and grow the business.

Achievement: Created a position of a locksmith for the store, increased sales from \$900 K to \$1.3 M. Buyer for this store, Follow-up of the PO, Implemented a system of BBQ

1979-1993

J. PASCAL INC. HARDWARE

*** Store Manager (1991-1993)**, Westmount, Qc

- Branch and employees management (55 employees).

Achievement: Restructured the store, Implemented new marketing strategies, Sales increase of 6% compare to budget.

*** Assistant store manager (1988-1991)**, Lasalle, Cote-Vertu, Westmount, Place Versailles

- Managed and organized all the departments.
- Employee's management.

Achievement: Implemented a new marketing system (promotional section/cages & center aisle), reorganization of the seasonal department.

*** Sales coordinator (1980-1988)**, Park Avenue, Cote-Vertu, Westmount, Laval, Place Versailles

- Coordinated and organized the departments: Building materials, Sports, Furniture's, Electricity, Lighting, Flooring, Paint, Seasonal, and Hardware.
- Managed a team of 15 merchandisers.
- Ensured an excellent Customer service.

1979-1980

Sales representative

SPORT EXPERT, St-Eustache, Qc

RELEVANT COURSEWORK

- + Strategic sales management (CPSA)
- + Assistant Store Manager Learning Forum (Home Depot)
- + International Development Dimension
- + People Management
- + Inventory Management, Merchandising Strategies
- + R. St-Hilaire Sales Course

EDUCATION

1980	College Courses
1975-1980	High School Diploma

COMPUTER SKILLS

Microsoft Office (Word, Excel, PowerPoint)
Lotus Notes
AS 400
Outlook

STRENGTHS

Organization, An eye for detail, Teamwork, Enthusiasm, Negotiation, Communication, Motivation, Bilingual (French and English).

REFERENCES

Available upon request