**Gregory LaVigne**

**National Sales & Marketing | General Manager**

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**Professional Overview**

A high performance leader with a unique blend of sales and marketing expertise with 20+ years of professional experience building and leading businesses for tier one brands in in Canada and the US. Recognized as a strategist who excels at building high performance teams, employee engagement and outstanding customer experiences. Inclusive and empowering with proven leadership skills to align processes, motivate change and exceed business goals.

**Core Competencies**

✓ National Sales Management ✓ National Accounts Sales ✓ E-Commerce Sales

✓ P&L Management ✓ Category Management ✓ Channel Management

✓ Branding | Social Media ✓ Operations Expertise ✓ Six Sigma Green Belt

**Professional Experience**

**Yamaha Motor Company, Toronto, ON 2016 - 2018**

**National Sales & Operations Manager - Canada**

* Supported $376M in sales; directed Field Sales, Inside Sales, Operations, and Logistics to support 452 dealers nationally and 8 business units; led, coached and developed team of 31; 19 field staff and 12 office staff
* Increased unit sales 12% by leveraging McKenzie market data analysis and Dealer Strategy Process (TSP) to optimize product group targets with dealers nationally within 54 market areas
* Reorganized Logistics and Inside Sales teams to optimize and improve customer care, dealer and field sales, SAP implementation efficiency, reporting, and commercial programs

**Robert Bosch GmbH, Mississauga, ON 2011 - 2016**

**National Sales Manager - Canada**

* Supported $48M in sales nationally, directed all sales and forecasting activities for Industrial, Retail, Amazon, and e-Commerce channels; led, trained, coached, and developed team of 23 plus 2 sales rep agencies
* Increased revenues 55% by enhancing sales and business processes, including: regional, territory, and account business plans, SPA forecasting, KPI scorecards, dashboards, and e-commerce development
* Delivered 90% monthly sales forecasting accuracy via key account sales walk analysis – SPA methodology
* Generated $5.5M in new sales by implementing e-commerce strategy for Amazon and key accounts, including: A+ content, Wireframe architecture, tiered e-commerce program, promotions, and optimization
* Increased Industrial MRO channel sales 25% by integrating national sales agencies
* Initiated team development plan nationally via Canadian Sales Professional (CSP) certification
* As global team member, consulted for 4 years on internal design of CRM Salesforce Management

**Black & Decker / DeWALT Inc., Markham, ON 2005 - 2010**

**Marketing Director - Canada**

* Supported $324M in sales nationally; directed P&L, category management, promotional plans, licensing, and inventory management for 13 business units and Home Depot, Lowes, Canadian Tire, Wal-Mart, Home Hardware Independent Retail, Lumber & Building, STAFDA and Industrial channels
* Led, trained, coached, and developed team of 12, and supported team of 82 field reps
* Re-engineered Marketing from brand platform to category business structure, resulting in increased operating income by 10%, increased promotional ROI, reduced inventory, and increased working capital
* Achieved record sales growth in 2008 in DeWALT and industrial accessories by facilitating new Sales and Marketing process to launch and manage 82+ new products, value-added, and channel promotions
* Delivered record sales and income in 2005 in Black & Decker Consumer Products division by developing and executing High Volume Gift strategy supported by TV, Digital, and Channel Marketing program

**Newell Rubbermaid Inc., Mississauga, ON 2003 - 2005**

**Sales Director - RONA, Réno-Dépôt, Sears, Costco - Canada**

* Supported $34M in sales, steered all sales activities for Rona, Réno-Dépôt, Costco, and Sears; coached team of 9
* Re-organized sales team from agency-based structure to direct service-based model to support growth of key national accounts, cross-functioning over 6 business units
* Recruited and developed retail team of 9 members, resulting in 20% sales growth and $135K in SG&A savings

**Stanley Works Inc., Dallas, TX, US 2001 - 2003**

**North American Marketing Manager**

* Supported $185M in sales; drove all marketing activities for private label products sold to Home Depot, Canadian Tire, Lowe’s, and Sears USA; supported 143 national field sales reps
* Repositioned Home Depot Husky private label portfolio, reducing SKU count 70% and increasing margins 16%; facilitated new merchandising strategy and manufacturing transfer from USA to China
* Negotiated 5-year licensing and purchasing agreement with Home Depot North America - Husky brand
* Increased storage sales 33%, and reduced SKU count 40% via value-added promotional strategy

**Ingersoll-Rand Inc., Mississauga, ON 1998 - 2001**

**Sales and Marketing Director, Retail / Residential - Canada**

* Supported $33M in sales; led all sales and marketing activities for national, regional, and residential builder accounts; coached team of 12 plus 6 sales rep agencies
* Achieved 95% sales increase by re-structuring Sales team and Business unit to include focused, process-based approach to account management, marketing execution, customer support services, logistics, and P&L
* Awarded *Vendor of the Year Award* by RONA for merchandising excellence and 99.6% fill rate

**Black & Decker / DeWALT Inc., Markham, ON 1986 - 1998**

**Marketing Director - Consumer Products - Canada**

**Sales and Marketing Director – Home Centres**

**Marketing Manager - DeWALT | Product Manager | Key Account Manager**

*Marketing Director - Consumer Products*

* Supported $115M in sales; managed P&L, licensing and trade promotions for consumer tools, outdoor equipment and OEM manufacturing; coached team of 5
* Generated $8M in sales and $1M in income by developing advertising, promotions, and channel marketing programs for consumer initiatives: Workmate, VersaPak, WoodHawk and Hedge Hog products / brand initiatives
* Developed $10M in new revenue by creating and implementing DeWALT national channel sales programs

*Sales and Marketing Director - Box Stores*

* Championed ‘Box Store’ team and business model for sales, marketing, forecasting and service with CAGR of 35%
* Developed $38M in sales from zero base for 5 Big Box accounts; recruited, developed, and coached team of 7

**Education and Professional Qualifications**

Bachelor of Special Education (Mount Allison University, NB, Canada)

Bachelor of Arts (Mount Allison University, NB, Canada)

Financial Management Certificate (Southern Methodist University, TX, USA)

Sales and Marketing Executive Certificate (Queens University, ON, Canada)

Marketing Management (Schulich School of Business, ON, Canada)

Certified Sales Certified (CSP) (Canadian Professional Sales Association)

**Professional Memberships & Associations**

Canadian Professional Sales, Canadian Marketing, Canadian E-Marketing, Canadian Hardware and Housewares

**Interests**

Golf, curling, martial arts, rugby; past president Toronto Nomads, TDRRS referee, board member Fletchers Fields.