**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): 647-336-2037 Humber College, 1988

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**Executive Summary**

 ***Looking for a senior sales/business development role in the commercial/residential building materials, electrical wire & cable & materials handling industries. 20 + years experience in business development and major account management which led to consistent sales and market share increases. Building strong long lasting relationships is my strength.***

**EMPLOYMENT HISTORY**

**American Standard (***Recruited by Lixil Water Technologies***)**

**Senior National Accounts Manager - Lowe’s Canada 2017 - 2018**

* Successfully completed three PLRs with sku count increase & projected incremental sales/GM $, one of these PLR’s was in a new business category.
* Re-organized promotional planning & financial metrics to drive growth and consistency.
* Introduced successful off-shelf promo’s to drive incremental sales, which led to a 20% increase in revenue and share of brand.
* Successfully launched CPFR process with Lowe’s Canada leading to closer integration on joint forecasting.
* 12% revenue growth in fiscal year.

**ITW Construction Products 2016 – 2017**

**National Account Manager, Retail – Home Depot, Lowe’s/Rona**

* Led 2 major PLR’s successfully which led to increased business security and market share for company.
* Turned Tier 1 account purchases around from negative to positive trend with a 10% increase month over month – boosting year-end sales by 3%.
* Revamped all customer promo schedules for 2017 with buyer’s sign-off with sales/POS increases already showing positive results.
* Transitioned new tool launch with 2 major customers with positive POS @ 5%.
* Increased POG penetration with new products leading to increased revenue & GM $’s.
* Developed new 2 bay & 3 Bay retail resets, which will lead to significant incremental revenue and gross margins in 2017.

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

**Eastern Canada Sales Manager**

* Increased top line sales by 5% in 2015 during a challenging 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 major end users 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**

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

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

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

**CONTINUING EDUCATION**

* Business Administration Management, McMaster University, Hamilton, leading to a diploma in Business Administration – ongoing, Essential Digital Marketing, Paul Tobey - 2016, McMaster University, Excel Pivot Tables & Macros Course – 2016, CPSA member

**COMPUTER SKILLS**

* Proficient in Microsoft Office Suite, Apple OSX, Digital Marketing Web Design (UXO Methodology) using Market Samurai Metrics.