

Geoff Hicks

1221 Grandview Drive • Oakville, ON L6H 4Z2 • (416) 729-8345 • geoffhicks@sympatico.ca

Profile

Accomplished entrepreneurial sales professional with extensive professional contacts in the Plumbing and HVAC industry in the GTA. An innovative and energetic individual with high level expertise in problem solving and leadership skills. I recently sold Cardinal Sales and Marketing which I grew to be a multimillion-dollar business and one of the largest plumbing sales agencies in Canada.

Professional Experience

Cardinal Sales and Marketing

Owner/Principle, Oakville, ON

June 2000 – June 2018

- Built a sales agency from a 1-man operation to a multimillion-dollar organization recognized as one of the premier plumbing sales agencies in Canada.
- Consistently grew manufacturers sales in the GTA and was awarded many sales awards over a 18-year career
- Consistently outperformed competition by aligning with strategic wholesale partners
- Established close relationships with large mechanical firms across the GTA including Modern Niagara, Engie, Geo A Kelson, Black and Macdonald, Plan Group and others.
- Established close working relationships with Plumbing and HVAC wholesalers including Noble, Next, Independent Supply, Wolseley, Desco and others.
- Excellent relationships with many engineering firms in Toronto including Smith and Anderson, HH Angus and Stephenson Engineering.
- Managed and motivated a team of 15 people including 5 outside sales people and 6 inside sales staff.
- Doubled or tripled sales for most manufacturers always meeting or exceeding agreed upon sales forecasts.

Jacuzzi Canada

National Sales Manager, Mississauga, ON

September 1994 – June 2000

- Managed a team of 10 sales agencies across Canada.
- Developed relationships and grew sales in many markets across Canada by hiring the right agencies and/or replacing underperforming ones.
- Consistently outperformed my competition and increased sales 120% during my tenure as sales manager.

General Steel Wares (GSW) Inc.

Ontario Sales Manager, Hamilton, ON

September 1994 – June 2002

- Managed the Ontario market selling chimney and gas fireplaces to HVAC wholesalers and Fireplace Boutiques.
- Grew gas fireplace sales from 0 to 4 million in 5 years.
- Worked with Trent Metals and Wolseley to establish a premier market presence for gas fireplaces.
- Canadian salesman of the year 4 years running.
- Hired and managed a team of two sales agencies in Ontario.

Broan Ltd.

Sales Representative of Eastern Ontario, Mississauga, ON

September 1987 – September 1994

- Managed eastern Ontario Sales calling on HVAC wholesalers.
- Consistently increased and surpassed all sales targets selling electric furnaces, kitchen and bathroom fans and thermostats.

Education

Bachelor of Business Management from Ryerson University

September 1983 – May 1987

Accreditations

- Gas fitters II license
- Mortgage brokers license
- Certified backflow tester
- Licensed scuba diver