

GERRY O'HANDLEY

Vancouver, British Columbia

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CAREER PROFILE

Over 30 years of senior management experience as a results-oriented professional with a strong record of achievement in strategic and tactical roles. Innovative and empowering with proven dynamic leadership skills to motivate teams, facilitate change, deliver value, drive results and exceed organizational objectives. Reputation for a commitment to excellence, integrity, building positive relationships and being a strong, passionate team player in a competitive marketplace.

CAREER EXPERIENCE

SENIOR DIRECTOR, SALES AND MARKETING

2017 - 2018

Holland Imports Inc., Burnaby, BC

- Responsible for leading the merge, integration and strategic management of the Sales and Marketing Teams to create positive value to the company and achieve profitable growth.
- Lead in coaching and mentoring of the Sales, Marketing and Category Management Teams.
- Focused on North American business development, strategic planning and implementation, and Brand development and awareness.

VICE PRESIDENT SALES, NORTH AMERICA

2010 – 2016

TWD Lawn & Garden Products Ltd., Vancouver, BC

- Responsible for the business development and expanding profitable sales with major retailers in North America. Developed impactful relationships and strategically negotiated vendor contracts resulting in growing a National Retailer to the company's number one customer within the first year. Also added new Distributor to support dealer sales in BC that added significant volume to overall provincial sales in first year.
- Accountable for the management, recruitment, mentoring and motivation of the company's national sales team and supporting in-store merchandiser's teams. Implemented a culture of accountability and professionalism to this reporting staff of 27. Successfully executed upgrading and succession planning strategies to the team.
- Led in the design and execution of impactful programs & pricing to maximize sell-in and sell-thru opportunities. Secured listings of new products that profitably delivered a sales increase of +36% since joining the company.
- Managed the introduction of new products with focus on segmentation, product positioning, packaging, pricing, promotion and introductory launch planning to the North American market.

DIRECTOR OF SALES, NORTH AMERICA

2002 – 2009

Myers Industries / Listo Products Ltd., Surrey, BC

- Accountable for all Retail and Grower Lawn and Garden profitable sales (\$18.5M in 2008) in North America including record sales and profits since joining the company. 2008 gross margins exceeded budget by 17%.
- Led the management and team building of Sales Managers, the Customer Service Team and Independent Sales Agents throughout North America in deployment of the marketing mix. Directed, recruited, coached, mentored and re-aligned a team of 3 and a sales team of 17 agent companies resulting in increased market penetration, improved processes, profitable growth and implementation of the strategic sales initiatives.
- Implemented a culture of corporate accountability that motivated the team to focus on product mix for profitable sales rather than higher volume/lower margin sales.
- Initiated the successful listings, and supporting category management of new products to major retailers including Wal-mart, Kmart, Lowe's, Home Depot, Fred Meyer, HBC, and other retailers and distributors resulting

in an up to 50% increase in gross margin. Built and developed effective partnerships and strategically negotiated annual vendor contracts. 2008 retail sales had record results with an increase of +19%.

- Negotiated price increases to key retail customers, shipped over \$5M in new products that delivered 59% GM, reduced overall sales expenses by 7% and contributed to record net income results of +76% ahead of prior year.
- Secured listings of premium tiered new products at Lowes USA that generated \$4.2M in sales and developed them to the company's largest customer.

REGIONAL SALES MANAGER, WESTERN CANADA

1994 – 2002

Black & Decker Canada Inc., Vancouver, BC

- Managed a sales team of 8 selling to major retailers and industrial distributors and continuously improved the team through effective training, coaching and constant mentoring as well as implemented a systematic approach to forecasting resulting in a culture that provided consistency and dependability in exceeding results.
- Increased sales with new products, expanded distribution and competitive displacement consistently at +10% in Consumer tools, DeWalt Industrial Tools & Accessories, Lawn & Garden and Cleaning & Lighting products.
- Initiated the successful listing of new products through all channels of distribution including major accounts – Rona, Acklands-Grainger, House of Tools, Federated Co-op, TruServe, TIM-BR MART, Summit, London Drugs and many more. This included the expansion of sales to over \$18M that was 7% ahead of budget and 15% ahead of previous year. Through strong relationships grew TIM-BR MART to over \$5M positioning them as one of top customers in Canada.

DISTRICT SALES MANAGER, BRITISH COLUMBIA

1991 – 1994

Black & Decker Canada Inc., Vancouver, BC

- Managed a sales team selling to major retailers and contractor lumber yards resulting in market share increases, a focused sales team and a successful grass roots strategy of selling through initiatives that involved event marketing tactics targeting contractor lumber yards resulting in record sales growth of +25%.

NATIONAL ACCOUNTS MANAGER, CANADA

1989 - 1991

Black & Decker Canada Inc., Toronto, ON

- Directed the sales of power tool Accessories through the Canadian Power Tool Sales Division and achieved 100+ new listings with the largest national industrial/construction distributor.
- Successfully introduced new products and created high impact sales promotions resulting in major sales growth. Initiated and launched a national sales incentive promotion that resulted in 25% sales growth over previous year.

MARKETING PRODUCT MANAGER, CANADA

1987 – 1989

Black & Decker Canada Inc., Brockville, ON

- Initiated and launched new products to the Canadian marketplace resulting in displacement of competitive products and enhanced brand exposure that drove incremental, new product sales at a double digit growth pace.
- Liaised with U.S. marketing, engineering, sales and account base to achieve new listings, displace competition, generated new incremental sales as well as launched new industrial quality families of products. Major focus was on segmentation, product positioning, packaging, pricing, promotion and introductory launch planning.

EDUCATION

3 Year International Diploma, Executive Marketing and Sales Management

2007

Sauder School of Business, University of British Columbia

Bachelor of Arts, Kinesiology, Honours

1984

University of Western Ontario