

ROGER MICHAUD

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In business, consistent growth is a derivative of building multiple strategies to leverage constant change and challenges on resources. Regardless of all uncontrollable variables one's true sense of success is the ability to build committed relationships to create positive results for all stakeholders. I enjoy creating strategies and building committed relationships to achieve rewarding outcomes for all parties.

CORE COMPETENCIES

- **TENACIOUS** – Thrives on solving problems and building profitable, responsive networks.
- **MOTIVATED** – Driven to exceed goals and bring success for internal and external stake holders.
- **PROJECT MANAGEMENT**- Proven track record of delivering results on time and on budget.
- **BUSINESS DEVELOPMENT**-Leader in identifying trends and converting into new opportunities.
- **COMMUNICATION** – Effectively able to articulate difficult concepts in written or verbal format.
- **RELATIONSHIP BUILDING**- Builds confidence based on core values of integrity, respect and trust.
- **BILINGUAL** – Effectively able to communicate in both official languages, French & English.

WORK EXPERIENCE

SELF EMPLOYED – Independent Sales Agent, Sales Consultant, January 2018 to present

- Representing HVAC, Building products, and promotional products manufacturers in growing distribution channels in Atlantic Canada and North America

Key Responsibilities & Achievements:

- Identify new products , distribution channels, and clients
- Public relations in building positive image, dealer network development
- Problem solver related to finding mutually beneficial solutions to customer retention
- Strategic development of Marketing & Promotional strategies to grow sales and customer loyalty
- Forecasting sales and budgeting expenses to maximize profitability

BUSINESS DEVELOPMENT MANAGER- Maple Leaf Homes, Fredericton, NB, Oct 2015 to July 2017

Key Responsibilities & Achievements:

- Promote and educate benefits and features of building using modular construction technology
- Grow new distribution channels in Ontario, Newfoundland, USA- New England
- Identify new business with commercial residential multi-unit building projects
- Identify market trends and opportunities in each market Canada and New England
- Prepare market reports and briefing notes for owner and senior managers
- Coached new retailers on building profitable sales growth in their territories
- Established new owner direct retailer distribution network in Ontario, Canada

TRADE DEVELOPMENT EXECUTIVE-Economic Development, Gov. of NB, Jan 2008 to March 2015

Key Responsibilities:

- Project management/ Special project development from conception to implementation
- Business and Product Development strategy building to export markets
- Market entry strategy development with SME in Value Added Wood and Industrial Fabricating sectors
- Export training workshops on how to export, packaging, certifications, legal requirements
- Ad-hoc advice on lead generation, business planning and international sales development
- Relationship, team building, to enhance the business origination process with best practices
- Team leader in creating collaborative trade missions with other Provincial and Federal Governments
- Negotiating, coordinating RFP's, managing project budgets, financial review of applications for assistance

Selective Achievements:

- Project lead in development of Pan Atlantic Canada Trade Missions USA 2009 to 2013 minimum 5 companies
- Project lead on Provincial Trade missions to New England, SME building product companies developing new markets in New England. LBM Boston 2014/15= 9 companies, ABX Boston 7 companies
- Trade research/ lead & project identification average of \$2 M in new exports per mission
- Training/Coaching and mentoring SME's and other colleagues on new clients in export markets

Project Executive Investment Attraction - Business New Brunswick, Gov. of NB, Jan 2006 to Dec 2008

Key Responsibilities:

- Seek and find new inward investment with private corporations to establish manufacturing in NB
- Market research to find manufacturing companies in USA requiring human and capital resources to establish new manufacturing facilities in New Brunswick
- Built account specific programs to create new inward capital investments in New Brunswick
- Collaboratively built incentive programs with NB Government departments and Federal Foreign offices in attracting new investment into New Brunswick

Selective Achievements:

- Built awareness with site selectors and sector accounts on reasons to establish in New Brunswick
- Managed over 20 projects related to new investment opportunities in New Brunswick
- Increased ability to filter leads and identify viable prospects

ACCOUNT MANAGER- BIC INC., 1988 to 2005

Key Responsibilities:

- Key Account Development with accounts in Atlantic Canada
- Sales Forecasting-Budgeting-Reporting
- Negotiating distribution and advertising promotions
- Sales presentations, promotional planning, customer service, account specific programing

Selective Achievements:

- Diamond Sales Awards achieved 11 times within 1988 to 2004
- Managed product launches and merchandising programs
- Managed multiple distribution channels, Drug, Food, General Wholesale, Graphic design

EDUCATION

Concordia University - Bachelor of Commerce, Marketing & Finance

University of New Brunswick – Certificate in Accounting, Costing and Managerial

Dawson College – College Diploma - Commerce

INTERESTS & ACTIVITIES

Physical Fitness, Golf, Alpine and Cross Country Skiing, family activities and enjoying down time