

# GERRY O'HANDLEY

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## PROFESSIONAL OVERVIEW

A high performance sales and marketing executive with significant experience in Consumer and Industrial/Construction sales, management, marketing and product development. Proven record of accomplishment with a broad range of Canada and US National and Regional Retailers, Distributors and Dealers across multiple trade channels encompassing Home Improvement, Building Supply, Industrial/Construction, Mass, Grocery and Drug. Experienced in managing diverse direct/indirect sales and support teams. Expertise in fact-based selling utilizing syndicated data and retailer DSS. Exceptional new product development skills and successes across a wide range of products.

- NATIONAL ACCOUNTS MANAGEMENT
- CATEGORY MANAGEMENT
- NEGOTIATION
- RELATIONSHIP MANAGEMENT
- BUDGETING, FORECASTING & PLANNING
- NATIONAL SALES MANAGEMENT
- LEADER, COACH, MENTOR
- CHANNEL MANAGEMENT
- PROCESS IMPROVEMENT
- STRATEGY DEVELOPMENT & IMPLEMENTATION

## PROFESSIONAL EXPERIENCE

### **Holland Imports Inc, Burnaby, BC**

#### **SENIOR DIRECTOR, SALES AND MARKETING, CANADA**

2017 – 2018

- Responsible for leading the merge, integration, alignment and strategic management of the Sales and Marketing Teams to improve processes and achieve profitable growth.
- Led in coaching and mentoring of the Sales, Marketing and Category Management Teams.
- Focused on National Account business development, strategic planning and implementation, and brand development and awareness.

### **Trans-Western Distributions Ltd. (TWD), Edmonton, AB**

#### **VICE PRESIDENT SALES, CANADA**

2010 – 2017

- Full responsibility for all National Accounts incl. CTC, Rona/Lowes, Home Depot, Home Hdwe., Reno Depot, Peavey, TSC, TIM-BR-MART, Kent, Loblaws, John Deere & others. Added new Landscaper Distributors and Dealers and was lead presenter/negotiator at all retail Buying Groups and BLR meetings.
- Expanded National Accounts sales to \$4.8M (+\$1.9M or +66%) with new PL listings while improving gross margins to 54%. Grew overall sales +36% in the commercial and retail markets since joining the company.
- Managed, coached and mentored the National Sales Force and supporting Merchandising Team (27 total). Successfully restructured sales processes, on-boarding and succession planning.
- Managed industry trade shows in Canada, US and Europe. Championed the launch of new products, channel management and annual pricing /promotions.

### **Myers Industries / Listo Products Ltd., Surrey, BC**

#### **DIRECTOR OF SALES, USA & CANADA**

2002 – 2010

- Accountable for all Retail and Commercial Grower Lawn and Garden profitable sales (\$18.5M) in North America including record sales and profits since joining the company. Member of the Executive Leadership Team.

- Full responsibility for the successful listings, and supporting category management of new products to all National Accounts incl. Wal-mart, Kmart (Martha Stewart Brand), Lowe's, Kroger, Commerce Corp., L&L Nursery, HBC and other retailers and distributors resulting in a 50% increase in gross margins. Built and developed effective partnerships and strategically negotiated annual vendor contracts. 2008 record results grew sales +19% and exceeded gross margins +17% to budget.
- 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 new listings of premium tiered products at Lowes and Wal-mart USA that generated \$4.2M and \$2.9M in new business respectively (57% GM) and developed them to the company's largest customers.
- Effectively led the management and team building of Sales Managers, Customer Service and Independent Sales Agents throughout North America in deployment of the marketing mix. Directed, recruited, coached, mentored and re-aligned the team (21 total) allowing for increased market penetration, improved processes, profitable growth and implementation of the strategic sales plan initiatives.
- Fostered a culture of corporate accountability that motivated the team to focus on a new product mix for profitable sales rather than high volume/low margin sales.

**Black & Decker Canada Inc., Vancouver, BC**  
**REGIONAL SALES MANAGER, WESTERN CANADA**

1994 – 2002

- Member of the Executive Leadership Team contributing to the strategic planning, operations reviews, forecasting/budgeting processes and implementation.
- 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.
- Increased sales with new products, expanded distribution and competitive displacement consistently at +10% annual rate (while improving gross margins) in DeWalt Industrial Tools & Accessories, Consumer Tools, Lawn & Garden and Cleaning & Lighting products.
- Managed a sales team of 8 Territory Managers and 7 End User Specialists selling to major retailers and industrial distributors. Continuously improved the team through effective on-boarding, coaching and mentoring as well as implemented a systematic approach to forecasting resulting in a culture that provided consistency and dependability in exceeding sales estimates and budgets. Recipient of the prestigious annual "Award of Excellence" honour to direct reports under my leadership 6 years in a row.
- Full account responsibility and strong relationship building with executive level management at TIM-BR-MART resulting in sales of over \$5M and positioning them as one of the top customers in Canada.

**Black & Decker Canada Inc., Vancouver, BC**  
**PROVINCIAL SALES MANAGER, BRITISH COLUMBIA**

1991 – 1994

- Managed a sales team (3 direct + 2 indirect) selling to major retailers and contractor lumber yards resulting in market share increases, a focused sales team and a successful grass roots strategy of sell-through initiatives that involved event marketing tactics targeting contractor lumber yards resulting in record sales growth of +55%.

**Black & Decker Canada Inc., Toronto, ON**  
**NATIONAL ACCOUNTS MANAGER, CANADA**

1989 – 1991

- Directed the sales of Industrial/Construction power tool accessories through the Canadian Power Tool Sales Division and achieved 100+ new listings with the largest national industrial/construction Distributor. Expanded overall sales by +38% (to \$7M) since assuming the leadership role.
- 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.

**Black & Decker Canada Inc., Brockville, ON**  
**MARKETING PRODUCT MANAGER, CANADA**

**1987 – 1989**

- 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 customer base to achieve new listings and 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.
- President of the Canadian Head Office Twilight Golf League
- First Canadian to be Power Tool Certified – Professional in the US

**Black & Decker Canada Inc., Calgary, AB**  
**TERRITORY MANAGER, ALBERTA**

**1985 – 1987**

- Business development of Industrial Construction & Contractor Distributors and Dealers throughout Alberta.
- Increased market share significantly to become Top Salesman in Canada and promoted to Marketing Product Manager at Head Office in Ontario after first year with the company.

**Wellington Catholic District School Board, Guelph, ON**  
**GRADE SCHOOL SUPPLY TEACHER**

**1984 – 1985**

- Contract positions in various schools after graduating from University while looking for career opportunities.

**EDUCATION AND PROFESSIONAL QUALIFICATIONS**

**3 Year International Diploma, Executive Marketing and Sales Management (Top of class Grad)** **2007**  
Sauder School of Business, University of British Columbia

**Certified Sales Executive (CSE), Certified Marketing Executive (CSM)** **2007**  
Sales and Marketing International Inc.

**Honours Bachelor of Arts, Kinesiology (Varsity Football Team Player)** **1984**  
University of Western Ontario

**Continuing Education:** Management of Field Sales (AMA), Negotiation Skills, Total Quality, CRM