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*Territory Growth Plans / Retail Planning / People Management / Profit Optimization / Customer Service Management*

*Process Improvement / High Growth and Established Organizations / Diverse Products and Services*

Vision-driven and results-oriented professional with extensive experience in charting out sales and business development strategies, and contributing towards enhancing business volumes, growth, revenue, and profitability norms. Possess strong background in driving multimillion-dollar revenue growth while providing visionary sales leadership in highly competitive markets. Solid track record of securing key clients and increasing product penetration to grow market share. Proven skills in managing and retaining accounts, directing sales lead, mentoring teams, and launching new programs. Creative individual with a proven history of delivering vision, strategy, and execution to translate into measurable business growth and customer acquisition. Demonstrated success in realizing win-win outcomes through implementation of store management techniques, analysis of customer needs, inventory management, visual merchandising, and identification of innovative and cost-effective solutions.

Experienced in in establishing and managing diverse business relationships, and improving quality performance, satisfaction ratings, and ROI. Self-learner with excellent communication, multitasking, and decision-making skills; able to communicate effectively across multiple levels of organization.

Areas of Expertise:

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| * Sales & Business Development Strategies
* Customer Acquisition & Retention
* Inventory Management & Merchandising
* Team Building & Staff Development
* Contract Development & Negotiations
 | * Budget Administration & Forecasting
* Store Operations Management / Retail
* Regulatory Compliance / HSE Policies
* KPI Development / Cost Reduction Initiatives
* Product Management & Launch
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Professional Experience

Harold & Goetz Building Products Limited – Brantford, ON

**General Manager** (2017 to Present)

*Surpassed sales target metrics as compared to previous targets by 40%.*

Manage commercial and residential roofing crews, installs, and sales for Brantford and surrounding areas. Coordinate with vendors to ensure healthy margins for retail and construction business. Provide hands-on support in the implementation of new Health and Safety standards for promoting safe and enjoyable working ambience.

***Selected Contributions:***

* **Successfully enhanced hardware sales by 40%** through development and implementation of effective sales strategies.
* Negotiated with suppliers at optimal prices and favorable terms and conditions **while exploring new and economical vendors to avail discounts and fair market price.**

Rexall Pharma Plus – Paris, ON

**Store Manager** (2016)

*Supervised and managed staff members, assessed performance, evaluated training needs, and conducted training sessions to improve productivity and efficiency.*

Assessed customer’s behaviors, feedback, and patterns of the store’s customer base to deliver products and services accordingly. Aligned team functions and goals with store policies and procedures, while receiving suggestions and feedbacks from each member to improve systems. Monitored and reviewed store performance on a regular daily, weekly, and monthly basis. Implemented store compliance and health and safety procedures to promote a safe environment. Established, managed, and regularly reviewed the inventory systems to ensure optimum stock levels.

***Selected Contribution:***

* Developed and launched a new grocery program for stores to make a one-stop shop.

Savers / Value Village Stores – Cambridge, ON

**Production Manager** (2014 to 2016)

*Met and exceeded financial targets and key metrics in alignment with operating plan.*

Led supervisors and production staff, prepared schedules, assigned duties, identified low-performing individuals, and motivated top talents to surpass overall objectives. Identified and resolved complaints in accordance with company values, policies, and procedures. Assessed staffing needs, posted job descriptions, set recruitment criteria, and hired top-notch talent to ensure smooth execution of operations. Enhanced loss prevention awareness among stakeholders by developing and executing relevant procedures and maintaining a safe environment. Recruited best-fit talents by conducting interviews, organizing proficiency tests, and shortlisting eligible candidates.

***Selected Contributions:***

* Formulated and implemented budgets, monitored expenditures, **and adopted strict policies to minimize budget deviations and variances.**
* **Protected confidentiality of company’s sensitive information** by efficiently handling all matters and maintaining integrity.
* Ensured the **delivery of positive and enhanced customer experience** by seeking feedback to initiate improvements.
* **Maximized the overall flow of merchandise** to sales floorby travellingto various stores and providing senior-level support.

Lowe’s Home Improvements – Hamilton, ON

**Assistant Store Manager** (2007 to 2014)

*Supported senior management in opening and launching the first store in Canada.*

Defined sales and margins to align with financial goals of the store. Identified process inefficiencies, removed redundancies, and implemented improvement initiatives to reduce costs related to payroll, controllable expenses, and inventory levels. Implemented strong safety awareness program to protect company liabilities and promote overall safety.

***Selected Contributions:***

* **Accelerated commercial / contractor department sales to over $5 million** a year while enhancing sales in the appliance department each year**.**
* **Encouraged individuals to get promotions for higher positions** by providing career growth advices.
* Earned the title **“#1 Volume and Profitable store” in Canada for six years in a row** by accomplishing and exceeding sales and profit targets.
* **Received “Customer Focus” awards for six consecutive years for providing exceptional customer service** by identifying root causes of customers’ problems and resolving in a proactive manner.

G.E. Shnier Co – Brampton, ON

**Territory Manager** (2005 to 2006)

*Developed the Architect and Design community sales to $3 million across the territory by driving focus on product lines.*

Organized on-going product knowledge seminars at dealer level. Conducted frequent job site inspections for installation and complaints, while interacting with customers and crews in a courteous manner. Prepared and presented daily, weekly, and monthly reports to senior management in a timely manner.

***Selected Contributions:***

* **Facilitated new construction sites** by delivering proper training and assisting installation crews.
* Promoted company product lines **to identify and capitalize on business opportunities.**

*Additional experience as Hardwood Manager, South Western Ontario Territory Manager, and Territory Sales Representative / National Sales Coordinator within high-growth organizations.*

Education

**Business Administration Diploma** • Mohawk College – Hamilton, ON