

MATTHEW BEESLEY
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Dynamic sales and marketing career in CPG hardlines and agri-foods business. Achieved long-term, strong revenue growth through expertise in business development, brand positioning, market penetration, product innovation, portfolio and supply chain management. Results oriented presentation, negotiation, communication, problem solving and cross-cultural skills.

PROFESSIONAL EXPERIENCE

NORMERICA INC., Mississauga, ON 8/17 to 2/19
Sales Manager, Pet Specialty and Export

Joined this global leader in private label pet products to direct their international and domestic growth. Responsibilities included developing and executing global sales, product and marketing strategy, competitive intelligence, new account acquisition and growth, trademarks and regulatory.

- Launched the VitaLife pet brand with \$1 million in first export year sales.
- Directed private label cat litter with Walmart Global Sourcing and Home Hardware.
- Increased cat litter by 5% overcoming substantial production and procurement challenges.

TLC PET FOOD, New Hamburg, ON 9/15 to 7/17
VP, Sales and Marketing

Returned to TLC to lead the B2C acquisition and retention strategy and update product offering. Responsibilities included the 5 Ps and four direct reports in sales, communications and IT.

- Achieved record annualized growth of over 20% in established Canadian market.
- Grew US sales from 5% in 2015 to over 25% of overall sales in 2017.

ITW CONSTRUCTION PRODUCTS, Markham, ON, 5/08 to 9/15
Market Segment Manager, Packaged Fasteners and Trim, 8/13 to 9/15
Marketing Manager, Retail Unit, 5/08 to 8/13

Responsibilities included directing marketing strategy, product innovation and development, portfolio and brand management, pricing and profitability, end user needs assessment, financial analysis and budgets, long range planning, patents and trademarks, competitor analysis, trade shows and directing global suppliers.

- Utilizing 80/20 principles, eliminated 20% of SKUs without negative impact on revenue or margins, achieving efficiencies and driving new business to winning products.
- Launched private label and Paslode power nailing tools and fasteners at Canadian Tire, Home Depot, Lowe's, RONA and Home Hardware.
- As Canadian Tire category leader, managed branded packaged fastener aisle of over 1,500 SKUs, including line reviews, POP, innovation, Dealer events and in-store surveys.
- Led the retail channel launch of GRK Fasteners at Home Depot, RONA and Lowe's including product line reviews, SKU optimisation, POP, packaging design, merchant training, national shows, working closely with overseas suppliers.
- Led expansion of >\$2 million Paslode flooring category, procuring new tools and launching to Home Depot Tool Rental, Canadian Tire and Lowe's.
- Achieved no-cost media exposure through product reviews in Toronto Star, Canadian Contractor, Cottage Life, and Ottawa Citizen.

TLC PET FOOD, New Hamburg, ON, 3/07 to 5/08
Director, Sales & Marketing

Joined this B2C e-com channel leader to grow sales, update marketing and to direct distribution, product development and procurement.

- Directed rebrand and reformulation of products, including training and presentations.
- Increased distributor network by 25% with expansion into new territories.

COREY NUTRITION COMPANY INC., Fredericton, NB, 9/04 to 3/07
Sales & Marketing Manager

Recruited to direct sales, product development, pricing, budgets and profitability, distribution management, logistics, accounts payable, risk management, regulatory compliance.

- Developed and launched the ProSeries and Inukshuk brands
- Established national retail distribution with retailer trade spend and training.

MAPLE LEAF FOODS INTERNATIONAL, Toronto, ON, 8/01 to 9/04
Sales & Marketing Manager

Responsibilities included sales, distributor management, budgets, pricing and profitability, risk management, department leadership, supply chain, logistics and international payments.

- Developed the Sure Gain pet food brand with launch in twelve international markets.
- Directed company participation at Interzoo, other global shows and trade missions.

CONCORD CONFECTIONS (DUBBLE BUBBLE) INC., Concord, ON, 8/97 to 9/01
Export Sales Manager

Directed international sales, marketing, logistics, product development, regulatory compliance, international banking (letters of credit) and international trade shows.

- Successfully launched the Dubble Bubble brand into more than 20 international markets.
- Managed global distributor network and supervised export support staff function.

EDUCATION

Understanding Consumers and the New Media, 2015

Marketing Metrics, 2014

Chang School of Continuing Education, Ryerson University, Toronto, ON

Effective Negotiating, 2014, Karrass USA, Toronto, ON

Certificate, Sales Management, 2005, Queen's School of Business, Kingston, ON

Six Sigma, Green Belt, 2001, Maple Leaf Foods Inc, Toronto, ON

Certificate, International Freight Forwarding, 1998 Humber College & CIFFA, Mississauga, ON

Post Diploma, International Trade, 1996, George Brown College, Toronto, ON

B.A. (High Honours), Political Science, 1995, Carleton University, Ottawa, ON