

GLENN CUNNINGHAM

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PROFILE

- Senior management professional with over 18 years of experience in various channels of the Canadian retail landscape.
- Proven hands-on leader and manager working collaboratively with infield team and stakeholders to shape desired results.
- Demonstrated project management experience with national retail campaigns.
- Collaborative communicator known for prioritizing the client relationship, and ensuring all parties understand project objectives, current status, and next steps for success.
- Trade Show experience at both national and regional shows.

WORK EXPERIENCE

National Merchandising & Service Manager

2017 – present

Home Depot/Canadian Tire

King Marketing Ltd., Richmond, BC

- Guided the infield execution of monthly priority projects, store training, resets and service for the national service team at Home Depot & the top 100 Canadian Tire stores.
- Evaluated and strengthened existing infield programs according to sales metrics, retailer feedback on POS movement and field visits with representatives.
- Communicated and coordinated activities with 10 National Account Managers monthly.
- Increased efficiency by creating and implementing better processes for detail consistency with CRM reporting, time management in stores, and strategic focus for team members.
- Explored potential new customers and business opportunities by assessing need with store staff, and identifying products and lines that required additional product knowledge to sell. Created presentations and pitched to 2-3 new potential clients.

National Merchandising & Service Manager

2013 – 2017

King Marketing Ltd., Richmond, BC

- Supervised 4 Regional Managers and the national service team covering 300+ big-box retail stores nationwide.
- Unified Regional Managers' agendas to ensure completion of monthly priorities and bi-monthly service obligations.
- Tracked team progress via CRM details and pictures, provided representatives with feedback and direction.
- Collaborated with customers and management team to increase efficiencies with store execution, CRM reporting and representative visibility by customizing approach to instore service.
- Allowed for increased focus on monthly manufacturer priorities, CRM reporting and daily time management. This resulted in representatives covering 2 stores and all lines daily.

Ontario Regional Manager - Imagine Division

2010 – 2013

King Marketing Ltd., Richmond, BC

- Partnered with program principal to define the monthly business plan for Rona's proprietary in-store service program.
- Managed a team of 31 full-time and 4 part-time service representatives covering 27 big-box Rona stores in Ontario; ensured completion of client priorities across all locations.
- Monitored budget to provide required ROI and administered a bank of dedicated hours provided by Rona.

Ontario Regional Manager, Mentor Division

2008 – 2010

King Marketing Ltd., Richmond, BC

- Managed 17 full-time and 10 part-time service representatives covering 82 Home Depot stores.
- Planned and implemented strategic projects in collaboration with clients and key account managers for new store sets, existing store refreshes, in-store demos and product knowledge sessions.
- Provided specific project updates and general information to clients and managing partners to ensure open communication.

Ontario Field Supervisor, Mentor Division

01/2007 – 12/2007

King Marketing Ltd., Richmond, BC

- Collaborated with clients and key Account Managers to design and implement strategies in store.
- Communicated information to all field representatives, outlining objectives and time-frame, and produced monthly reports featuring project details and pictures for clients.

Service Representative, Mentor Division

04/2006 – 12/2006

King Marketing Ltd., Richmond, BC

- Provided in-store execution of client expectations, including product knowledge sessions for store associates and customers, new store sets, refreshes, and updating of POP signage and in-store literature.
- Leveraged collaboration to develop and strengthen relationship with store management and staff.

SW Ontario Retail Sales Representative – Home Depot Canada

2005 - 2006

Chamberlain Group, Mississauga, ON

- Provided in-store service and product knowledge to associates and customers for 35 Home Depot stores in the Niagara Falls to Windsor corridor.
- Developed relationships with store associates and management; ensured order placement for competitive shelf locations and promotions.

EDUCATION

Radio Broadcasting Diploma, Mohawk College of Applied Arts & Technology

1990