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| Michael Ghesquiere | Georgetown, Ontario, Canada  416-543 3235  michaelnghesquiere@gmail.com  [LinkedIn](https://www.linkedin.com/in/michaelnghesquiere/) |
| Sales Director |

A highly successful and results-oriented sales professional with an exceptional vocational background of leading diverse sales teams to surpass both goals and quotas. A recognized expert in building and leading sales teams and skilled in developing leaders utilizing hands-on, real-life coaching and development. Adept in change management leadership and proficient in using consumer insights to design innovative solutions to increase sales. An accomplished negotiator with a track record of establishing win-win solutions with customers leading to long-term joint business partnerships.

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| * Sales Leadership * Customer Acquisition * B2B Account Management | * Revenue Growth * Negotiation (GAP Certified) * Sales Process Optimization | * Trade Strategies * Loyalty Marketing * Recruiting/Retention |

**Professional Experience**

Philip Morris, Inc. 1993–2022

**Head of National Key Accounts** (2019–2022)

Led a key account team to initiate and nurture strategic retail and wholesale partnerships to drive product sales. Guided and mentored national key account managers in contracts and product negotiating concepts with Canadian tier-one convenience/wholesale clients. Restructured the organization to achieve growth in a strategic account base.

Oversaw a $50M annual budget and received recognition for maintaining overall costs and investment levels through proactive contract and vendor negotiations to generate increased ROI. Redefined job responsibilities, added support roles, and eliminated redundant positions to reconfigure the account team structure to gain better customer support.

Implemented new team core values, celebrated team achievements, and provided industry-leading training in proactive negotiations which led to better sales numbers from the team and increased profits for the company.

* Generated $1B in annual sales and increased market share by 1.6% in three years. Delivered an additional $46M in annual revenues in a competitive and highly regulated market.
* Increased wholesale distributors’ in-stock positioning and on-time deliveries to +98% by incorporating pay-for-performance metrics into contractual agreements.
* Increased earnings by ~2% for a declining category by implementing AI revenue management retail pricing in collaboration with key partners for a marketing experiment, This success led to a national roll-out of category products.
* Achieved 100% distribution of industry-leading reduced-risk products, including IQOS and VEEV in the key account channel while overcoming product advertising and consumer visibility restrictions.

**Ontario Regional Sales Manager (**Previously Director of Sales-Ontario) (2014–2019)

Launched product initiatives, trade engagement tactics, and product education for chain trade and independent partners in expanding the market share for the company. Assigned oversight responsibility for an 80+ team that included business development representatives, district sales managers, and sales administrators.

Led a team tasked to develop and implement deployment strategies to increase market shares on current brands and launch new products. Focused efforts on building managers’ and store personnel’s share of mind to advocate for company products through personal interaction and participation in the RBH Connect Loyalty program.

Selected, hired, trained, and mentored team members to achieve customer service, market share, and volume key performance indicators (KPIs). Directly responsible for all operational aspects of the regional sales office which entailed expenses, fleet operations, sales promotions, travel, and security.

* Increased market share by 4.1% during a five-year period which generated ~40M in annualized revenues.
* Lowered expenses by 15% by restructuring the assigned territories, identifying and supporting brand advocates, and reorganizing the sales team to gain greater efficiency and focus.
* Generated strong year-over-year (YoY) growth by building brand advocates with trade partners in critical areas of the province by focusing on segments to drive sales and increase the overall efficiency of the team.
* 80% of personnel and retailers participated in early loyalty points via RBH Connect educational activities. The company found a correlation between stores reaching higher engagement levels and higher market shares.
* Twice recognized by C-Store Magazine for best-in-class customer service among all CPG companies calling on the channel.

**Director of Trade Marketing** (2008–2014)

Spearheaded the development and evolution of all national trade strategies. Designed and launched in-store and digital campaigns to educate and engage store personnel to initiate and nurture customer relationships to elevate awareness and support behind company brands. Collaborated and developed contract designs to acquire retail space and visibility for products for independent retailers, including store fixtures, and trade materials.

Developed quarterly pay-for-performance programs and pricing incentives that enabled field representatives to sustain the growth of the brand within independent channels. Established a retail segmentation tool that guided the field team to best target programs to maximize their ROI. Utilized CRM software to measure and monitor activities and adjust as necessary.

Engaged in capacity and cycle planning for products. Teamed with the global team to implement a proprietary CRM tool, iSMS, to provide support for the restrictive Canadian regulatory environment. Supervised all corporate trade communication and trade shows, including the Con U CarWacs show.

* Designed and launched an inaugural retail segmentation model that incorporated multiple sources of statistical and industry data to identify growth opportunities with actionable information.
* Guided the development of the first-of-its-kind RBH Connect retailer loyalty platform and website targeting store front-line staff and managers to provide learning and training support. Philip Morris International (PMI) adopted this software and it is the gold standard for similar trade engagement programs.

Education

**Bachelor of Arts**

Geography

McMaster University

Professional Training

The Strategic Negotiator, The Gap Partnership (2022)

The Complete Skilled Negotiator, The Gap Partnership (2019)

Executive Leadership Coaching, Leadership Fundamentals (2009)

Affiliations, Awards, and Speaking Engagements

Executive Committee Member, Convenience Industry Council of Canada Summit (2017–2022)

7 Eleven Vendor of the Year (2019)

Convenience U CarWacs Show Speaker (2018)

The University of Toronto Business School Guest Speaker (2018)