
WILLIAM BIRD, BSc, MBA

50 New Leaf Court • Kitchener Ontario • N2N 2N2 •
• home 519.555-1111 • cell 519.555-1112 •

MARKETING AND ADMINISTRATION LEADERSHIP

~ *business leadership with a "yes we can" focus* ~

Seasoned and principled leader with demonstrated focus on results. Broad functional background in business management, marketing, administration and operations; broad industry background in the chemical, media, beverage alcohol and telecommunications industries.

Marketing expertise:	Administrative and operational expertise:	
⌘ Strategic planning	⌘ General Administration	⌘ Documentation
⌘ Effective communications	⌘ Budget Administration	⌘ Supplier Relationships
⌘ Relationship building	⌘ Contract Management	⌘ ISO 9001:2000 Certification
⌘ Strategized advertising	⌘ Accounting Principles	⌘ Word•Excel•Simply Accounting

RECOGNITION

Received personal "thank you and congratulations" from Presidents of Big Company Ltd., and Communications Inc.:

- Communications Inc.: increased unit sales by 240% within two years.
 - Big Company Ltd.: led team that won Point-of-Purchase Advertising Institute's (POPAI) award—for innovative marketing at-retail displays—for "Name" campaign.
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PROFESSIONAL EXPERIENCE

COMPANY A INC., Small Town ON

1999-

Short description of company's business lines and client base.

Vice President ~ reporting to President

In general:

- 50% of accountabilities relate to business management, including administration, distribution, and lab/technical services.
- 50% of accountabilities relate to managing marketing strategies, including account management, relationship building, business retention & growth.
- Manage three sales agents, and administrative and lab/warehouse staff.
- Full financial accountability: growing bottom line via direct selling, increasing new customer base and leveraging existing account base for increased sales, and reducing operational expenses including auto, travel and entertainment expenses, through outsourcing initiatives and operational efficiencies.



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PROFESSIONAL EXPERIENCE CONTINUES ...

Vice President

Of note:

- Increased company's credibility to assure customer retention and attraction:
 - Hired an ISO consultant and within six months established ISO compliance.
 - Worked with a web-master to create on-line presence.
- Employed strategies to grow market share in industry with small new customer base:
 - Established rapport with investigative calls, and subsequent courtesy calls; established trust and credibility to overcome customer inertia toward change.
 - Offered clients weekly, monthly, or periodic lab reports, and technical support, even though problems rarely due to product shortcomings.
 - Secured three new U.S. accounts when territory became available; these now account for 40% of total sales (2008).
- Added specialty and alternative products to offer better price-points; strategy opened the door, for example, to new customer that has grown into major account.
- Reduced expenses with various strategies: relocating to new facility, addressing travel expenses, purchasing in bulk for better pricing, and outsourcing functions.

- ⇒ **Results:**
- Reduced operating expenses by 20% over last seven years.
 - Increased revenues by 20%, maintaining market share in mature market.
 - Reduced customer turnover.

COMPANY B INC., (division of unnamed company) Toronto ON 1996-1999
Short description of business lines.

Business Development Manager ~ reported to President

- ⇒ Recruited away from (other company) to transform stagnant corporate video sales.
- ⇒ Increased unit sales by 240% within 2 years; dollar sales to over \$1M in first year.
- ⇒ Capitalized on unionized environment by developing corporate division's successful inaugural marketing plan with a focus on sales to organized labour sector.

COMPANY C INC., (division of unnamed) Richmond Hill ON 1993-1996

Account Executive ~ reported to Director, Sales & Marketing

- ⇒ Increased territory dollar sales by 135% within 2 years, doubling customer base with strategized customer care—responsive to deadlines, customized packaging etc.

COMPANY D INC., Toronto ON 1991-1993

Account Manager ~ reported to VP, Sales

- ⇒ Developed customer base in highly competitive downtown Toronto.

COMPANY E INC., (division of unnamed company) Toronto ON 1991

Manager ~ reported to VP, Sales & Marketing

- ⇒ Developed Ontario club store business; expanded to Western Canada's grocery trade.

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PROFESSIONAL EXPERIENCE CONTINUES ...

BIG COMPANY LTD., various Canadian locations 1975-1991
Short description of business lines.

Senior Brand Manager ~ reported to Executive VP ~ Toronto ON 1989-1991

- Administered marketing budget of \$2.5M.
- Accountable for flagship portfolio; campaign won POPAI award.

Regional Sales Manager, Winnipeg MB 1986-1989

- Managed direct sales force of six; expanded sales in Manitoba and Saskatchewan.

Group Product Manager, Toronto ON 1981-1986

Production Supervisor, Waterloo ON 1975-1981

MEDIUM COMPANY LTD., Cambridge ON 1970-1975

Product Development Chemist

EDUCATION

Wilfrid Laurier University, Waterloo ON
MBA ~ Major in Marketing

University of Waterloo, Waterloo ON
BSc ~ Honours Chemistry
