

William Bird
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STRENGTHS

- M.B.A., Honours B.Sc. grad
- broad industry and functional background
- strong leadership, organizational and interpersonal skills
- dedicated team player, able to work independently
- results oriented
- well versed in Word, Excel, Simply Accounting

EXPERIENCE

Company A Inc.

Small Town, ON 1999 – present

Vice-President business manager responsible for administration, marketing, distribution, and lab/technical services

Accomplishments

- oversaw market development in eastern U.S., accounting for 40% of total sales in fiscal 2008
- expanded product line via new suppliers
- reduced operating expenses by 20% from fiscal 2000 – 2007
- directed consultant in development of quality system; achieved ISO 9001:2000 certification
- coordinated development of company website
- developed and implemented promotional strategy
- selected new facility and oversaw relocation of firm

Company B Inc.

Toronto, ON 1996 – 1999

Business Development Manager responsible for marketing plan, new business expansion in corporate market

Accomplishments

- increased unit sales by 240% within 2 years
- increased dollar sales to over \$1 million in year 1
- developed and implemented inaugural marketing plan

Company C Inc. Richmond Hill, ON 1993 – 1996

Account Executive responsible for managing and developing corporate market within assigned sales territory

Accomplishments

- increased territory dollar sales by 135% within 2 years
- doubled territory customer base
- captured first major order for new fulfillment service

Company D Inc.

Toronto, ON 1991 – 1993

Account Manager developed customer base in downtown Toronto

Company E Inc.

Toronto, ON 1991

Manager (contract) developed business with club stores in Ontario;
expanded to grocery trade in Western Canada

Big Company Ltd.

Toronto, ON 1989 – 1991
Winnipeg, MB 1986 – 1989
Toronto, ON 1981 – 1986
Waterloo, ON 1975 – 1981

Senior Brand Manager responsible for flagship product portfolio;

Regional Sales Manager responsible for growing sales in MB and SK;
liaised with head offices in MB and SK;
managed direct sales force;

Group Product Manager marketing responsibility for assigned brands;

Production Supervisor production scheduling, bottling materials
procurement, special projects, line supervision.

Medium Company Ltd.

Cambridge, ON 1970 – 1975

Product Development Chemist developed new products, supervised
initial production trials

EDUCATION

M.B.A. (Marketing Major) Wilfrid Laurier University, Waterloo, ON

B.Sc. (Honours Chemistry) University of Waterloo, Waterloo, ON