

- MARTIN GIROUARD-GENDREAU

Sales and Business Development

Victoriaville, Qc

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Highly motivated gentleman, multitasking, sales and business developer with a strong business acumen, able to work with minimal direction. I am more than ready to put my background to the service of the team by focusing to grow business and supplying accurate business solutions to the market.

My past developments as an entrepreneur are putting me in good position to well understand the needs and concerns of the major accounts.

My passion for business relationship and motivation to constantly overcome the sales target by capturing the customers needs will be a strong asset to your company. I qualify myself as a highly motivated person in my personal life as well. Since 1993, has completed over

10 marathons and half-marathon and my passion for endurance sports did lead me to complete 5

Ironman triathlons and many Ultra-trail races in the last couple of years

- Business sense
- Professional
- Organized and productive
- Autonomous
- Highly ambitious and motivated
- Results-oriented
- Consultative sales

CAREER TRAJECTORY

Business development

ADP Canada, Montreal, Qc **04-2021 — present**

District Manager Major Account

Sales hunting new business SaaS and tech

Business development

Tri-elite marketing, Vancouver, Bc **09-2018 — 04-2021**

Territory manager province of Quebec

Food and packaging broker

Owner

Complexe L'évasion inc, Victoriaville, Qc **05-2007 — 01-2018**

Head chef and owner

2 restaurants locations, catering service and entertainment complex (over 120 employees)

Business development

Transat holidays and Nolitour, Punta Cana, Rd **02-2004 — 04-2007**

Sales representative and assistant supervisor

Tour promotion, customer service, information session

The following roles have built a strong business acumen by developing major accounts mainly in the province of Quebec but also across Canada in national accounts, including prospection of potential accounts, building sales relationships and persu developments with team members to convert prospect in client. By being a business owner, my marketing skills and communication development have been successfully improved in order to understand well and adapt quickly to our market place and needs.

ACHIEVEMENTS

ADP Canada:

Has been contributing to the massive growth in SaaS ADP [Quebec expansion](#) to increase market shared in payrolls and HRIS systems major accounts. With a main territory going from central Quebec to Montreal and as well involved in developments across Canada. [Sales growth](#) has [increased](#) from 11 to 16% YTY by mastering [hunting strategies \(Digital development, cold calling, feet on the street\)](#) and focusing on activities in order to feed pipeline to convert prospects in customers.

Tri-elite marketing :

Has played an important role in the Tri-elite [eastern Canadian expansion](#) to become a national food and packaging broker over the last few years by building strong relationships with major distributors, key accounts managers and major accounts across the province. [Sales growth](#) has [increased](#) by [30%](#) (2018), [25%](#) (2019) and [16%](#) year to date for (2020) by mastering [customer services](#) and [supporting](#) the [50 sales representative](#) in my distributors and [finding innovative ways](#) to promote the company.

Complexe L'évasion inc :

Has been involved in the building [renovations](#) and created [two very popular restaurants](#), a inside and out side [catering service](#), the [largest entertainment complex](#) in Centre du Québec. With over [100 employees](#), we did [extended the annual sales](#) by [over 300% over a decade](#) by asking customers and employees a [simple question](#) :

What can we do to improve and ameliorate you experience with us? [Informations is the key.](#)

Transat Holidays and Nolitour :

Has been managing the [highest volumes of customers](#) in the ressort of the area in Punta Cana. Was in charge of the corporate group information session and tour promotion in the area [producing large reunion up to 250 guests](#). Was a [top 3 sealer](#) in the company and did get the mandate to be the [assistant supervisor](#) during a 2 months medical leave of the supervisor.

EDUCATION & SKILLS

High school diploma DES

Polyvalente Le Boise, Victoriaville, Qc 1994

Red seal cook certificate

Fairmont Le château Lake Louise, Lake. Louise, Ab. 2004

- **Fluent in English, French and Spanish** (Oral & Written).
- MS Office (Word, Excel, PowerPoint), CRM, Microsoft Teams, Zoom and other videoconferencing platforms.
- Mastering Salesforce CRM, Groove, Vidyad, LinkedIn, Sales Navigators
- Talented with written communications with a particular skill for crafting sales proposals in response to tenders and Requests for Proposals (RFPs) due to keen understanding of technical and procurement processes.
- Certifications: Remote sales Navigators, Remote selling, compliance training and continuous self development

COMMUNITY INVOLVMENT AND HOBBIES

- Implicated in fund raising for Make-a-wish ADP Team (2022)
- Implicated in fund raising for the local Triathlon team (2014-2018)
- Food bank fund raising chef for vip events (2011-2016)
- Ironman triathlon, trail running, running, ski touring, gravel bike
- Real estate investor