

BEN LEVESQUE

SENIOR LEVEL SALES/MARKETING & BUSINESS DEVELOPMENT EXECUTIVE – CPG – CONSUMER GOODS INDUSTRY

813-493-8315(Cell)
St-Petersburg, Florida

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www.linkedin.com/in/levesqueben

Senior executive with 20+ years of experience in forward-thinking sales, marketing and Business Development strategies that have consistently increased brand recognition, sales revenue and profitability.

I build new business, cultivate existing customer relationships, inspire sales teams, and create innovative solutions to drive revenues. I am a results-driven/top performing goal-oriented leader with demonstrated success in managing complex sales cycles with senior clients and decision makers.

I use excellent communication skills to build consensus across all levels and strong presentation skills to establish immediate credibility. I build relationships with industry executives to advance business development initiatives. I employ an entrepreneurial, creative approach to maximize opportunities to deliver return on investment for clients.

EXPERTISE

Integrated Sales & Marketing Strategy | Integrated Cross Platform Marketing | Management | Brand Development | Merchandising | Market Analysis | Manufacturing | P&L | Digital/Internet Marketing | Social Media | Content Marketing | Communications | Public Relations | Sales Operations | Business Development | Distribution | Idea Creation | Brand Marketing | Direct Response Marketing | Strategic Leadership | Negotiations | Presentations | New Product Introduction | Key Account Management | Sales Operations | R&D | Global Sourcing (China & Europe)

ACCOMPLISHMENTS

Responsible for sales of \$500M a year with all major retailers in the USA with MAAX;
Build a sales team of 25 + reps/agents in 15 states that increased sales by \$5MM in the first 18 months @ Aciflex Inc.

Launched a North American 100% owned business in China and grew it to \$5MM in sales in just two years, \$12MM in four years, with clients in over 25 countries with Aciflex Inc;

Negotiated and signed new agreements of \$12MM, \$8MM & \$5MM a year with three major retailers and multiple new agreements with 20+ retailers & wholesalers with MAAX;

Augmented sales through integrated marketing programs **resulting in +10% in new revenue at UPT**;

Closed a new special program with **Lowe's that generated \$500K in six months** and **Increased** organic revenue by **+\$7M in 10 months** with MAAX;

Introduced new product to The Home Depot that **resulted in \$2.5M in new revenue** and **Grew USA territory revenue from \$1.0M to \$5.7M** over 4 years @ Aciflex Inc;

BNI CERTIFIED MASTER NETWORKER

TARGET COMPANIES

Masonite, Home Depot, Lowe's, Target, Wal-Mart

Any area manufacturing companies doing business with retailers or wholesalers.

EMPLOYMENT HISTORY AND EDUCATIONAL BACKGROUND

United Plumbing Technologies Inc; (Consumer goods)- Senior Business Development Manager; Put in place a Distribution network in Canada & the USA (100+ reps & agents);

Aciflex Industries Inc; (Consumer goods) -Executive Vice President Sales & Marketing; Oversee all Sales & Marketing Operations worldwide;

MAAX Inc; (Consumer goods) -Senior Corporate Marketing Manager; Oversee all Marketing & Communications (\$1.5MM budget) for all divisions of retail, Canada & USA;

University of Florida, – MBA (in progress)

University of Montreal, Montreal, MBA - Management - Marketing

Ben Levesque

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SUMMARY

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- ▶ **Senior Account Executive – Business Development Manager**
Allura Printing Inc. – October 2013 to present – Costa Mesa, California (Headquarters)
 - Responsible for identifying and evaluating new strategic business, product, and service opportunities as well as growing existing business to ensure profitable growth;
 - Grew my "Sales Force prospects list" to over 250 new clients in 8 months;
 - Pricing strategy; Negotiation; Promotion;
 - Was able to reach annual sales target in 8 months;
 - Excellent ability to establish relationships with key decision-makers;
 - Proven strategic analyst in all aspect of sales/ marketing and BD;

- ▶ **Senior Business Development Manager (BDM)**
United Plumbing Technologies -April 2010 – April 2012 - Newington, CT
 - Instrumental in developing the foundation of the Business Development Department;
 - Implemented a distribution network in Canada and the United States;
 - Active member of the Board of directors;
 - Achieved annual sales revenue quota in less than 5 months;
 - Doubled quota in first year;
 - Increase sales in all territories assigned;
 - Oversee all phases of the sales life cycle;
 - Strategic knowledge to generate profitability in a great product mix;
 - Merchandising expert, know how to create the "pull";

- ▶ **Executive VP Sales & Marketing**
Aciflex Industries Inc. - October 2003 – April 2010 – Minneapolis/St-Paul, MN
 - Managed all strategic sales, client relationship, expansion, market development and contract negotiations;
 - Directed Sales and Business plans, expense budgets, resource deployment plans and organizational designs with a view to sustaining increased revenue and profitability;
 - Built best practices for sales operations, programs and standards;
 - Orchestrated marketing/communications to build the company's corporate brand;
 - Developed a clear marketing message and an efficient sales infrastructure;
 - Implementing a rigorous approach to sales management
 - Created Key Performance Indicators that highlight the trends, comparable and risk to the business;
 - Keeping a keen eye to consumer needs and desires;
 - Augmenting the traditional sales channels while exploring new opportunities;
 - Developed a high performing team by ensuring that critical people management activities – performance planning, reviews, training, development, motivation, reward, coaching and objective setting – are being implemented in accordance with sales and overall corporate strategies.

- **Corporate Marketing Senior Director- MAAx Inc.**
October 2001 – October 2003 - Montreal, Philadelphia & Minneapolis
 - Managed the Montreal, Philadelphia and Minneapolis divisions.
 - Supervised teams of Marketing Project Managers, sales rep & agencies in Canada & the USA;
 - Negotiated and directed business partnership with all the major retailers in Canada and the USA;
 - Directed a strategic approach to account management, building sustained profitable relationships with all retail and distribution partners to expand the company's presence;
 - Strategic planning in marketing, sales, communications and promotions;
 - Directed all the merchandising strategies;
 - Created "outside of the box" merchandising solutions to "pull" sales and to upscale margins;
 - Responsible for appropriate coverage in specialized magazines and newspaper;
 - Managed all the company shows and events; KBIS, ISH;
 - Training of sales force (PK);
 - Directed all retail related internal and external communications;

 - **Public Relations & Communications Manager**
Copernic Inc. - September 1999 – October 2001 - Quebec, Canada
 - Corporate spokesperson in daily contact with IT reporters from around the world;
 - Quoted in various publications including: The Wall Street Journal, The New York Times, The LA Times, The New York Post, The Chicago Tribune, The London Free Press, Download.com, BBC News, CBC;
 - Managed all corporate communications and public relations;
 - Directed the communication and PR strategic planning, corporate & product related;
 - Managed all the shows and press conferences;
 - Negotiated business partnership; Business development; Competitive intelligence supervisor;
 - Writer: Press releases & Investor relations;
 - Managed all internal communications;

 - **New Media Director/Consultant - BCE Emergis**
September 1995 – September 1999 - Montreal, Canada
 - Sales and marketing consultant to the President;
 - Support to the President: Marketing, communications and Public relations strategies;
 - Business development manager; strategic alliances;
 - Supervised over 200 web sites.

 - **Montreal Canadiens Hockey Club- National Hockey League (Play by Play- Commentator)**
August 1989 – April 1999 - Montreal, Canada
 - TQS-MONTRÉAL (TV) -Honors: Canadian Sportscaster of the year nominee, 1994
 - CKAC-MONTRÉAL (Radio) - Public Affairs Manager - News & Sports - Associate Program Director
 - CKMF-MONTRÉAL (Radio) Sportscaster
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EDUCATION

University of Florida – **Master of Business Administration (M.B.A.)** (2014 – To Present)

HEC Montreal - **Master of Business Administration (M.B.A.)** - Business Administration and Management, General -1989 – 1991

H.E.C (M.B.A.) 1991 -Achieved 2 years of credits toward M.B.A. degree.

University of Montreal, Montreal, Québec - 1989 - B.A. - Marketing

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