**Snapshot**

A strong sales leader who is an enthusiastic, driven, competitive, dynamic and solutions focused sales executive with over 27 years’ experience in the ***advertising****,* ***marketing*** and ***print*** industry. An **overachiever** as an account executive, entrepreneur, sales manager, director and business development manager with a strong **print/digital** advertising media background. An ***entrepreneur*** at heart demonstrated twice including starting a full-service direct mail/digital media business which was sold to TorStar Corporation 3 years after its inception. My first taste of **entrepreneurship** began when I was 22 and a student at St. Lawrence college in Kingston Ontario starting a coupon book targeting students at the colleges and universities in Kingston. This was highly successful selling 15,000 coupon books to students at $2 each with over 50 coupons inside the that were sold at $500 per coupon to local businesses. This experience fueled my passion to be an advertising sales executive. Practice a traditional face to face approach to sales but am very savvy using technology to maximize sales and relationship efforts. Demonstrate the importance of community having sat on Chamber and hospital foundation boards, sponsoring and chairing high profile events, leading community fundraising for various causes and acted as a mentor for young entrepreneurs as part of the Ontario Summer Company program.

Currently driving SmartMail Marketing, Canada Post's direct mail platform combining research with data, physicality and connectivity. The current role at Canada Post is a disruption role by introducing Smartmail Marketing solutions to agency partners to become part of media mix and planning strategies. Work with senior agency executives to create strategic agency partnerships, growing Smartmail Marketing ad spend via agencies and creating a new revenue source. Past roles include strategically working with the financial, telco and automotive sector introducing various advertising solutions to help meet business objectives.