

# MARK KRPAN

123 Any Street | Toronto, Ontario | M5W 3L3 | 416.577.2607 | krpanmark@yahoo.com

## SUMMARY OF QUALIFICATIONS

- 17+ years of B2B sales experience across 3 distinct industries; Transportation, Security & MRO
- 7 years of direct people leadership – Director, Sales (4 years) + National Sales Manager (3 years)
- 10+ years of direct sales – National Accounts Sales (6.5 years) + Field Sales (2 years) + Inside Sales (2 years)
- Strong relationships with key organizations in Retail, Financial, Transportation, Automotive, Industrial and Oil & Gas

## PROFESSIONAL EXPERIENCE



### Swanson MRO

January 2018 – present

*Offering more than 23,000 products, Swanson MRO is a leading provider of industrial MRO supply products to companies across North America.*

#### Director, Sales (Canada)

- Directly manage 13 Regional Sales Managers, cascading to a team of 170+ sales professionals – across Canada
- Responsible for strategic plan and fiscal performance of Swanson MRO's Canadian sales division – \$262MM+
- Accountable for achieving overall sales objectives including, new business, organic growth and client retention
- Lead weekly sales management meetings and present monthly reviews to Executive Team
- Quarterly sales visits, across Canada to mentor Sales Managers and liaise with sales division and key clientele

FISCAL	TARGET	ACTUAL	PERFORMANCE
2020	\$243,000,000	\$262,886,337	108.2%
2019	\$226,000,000	\$231,664,772	102.5%
2018	\$205,000,000	\$203,845,665	99.4%

- Award of Excellence (2020) – Sales Division recognized as function of the year + President's Club Award (2019)
- Reduced customer churn from 6.19% to 2.77% via a defined focus on call cycles and territory coverage
- Established pragmatic and measurable KPIs to bolster critical activity expectations of the sales division
- Overhauled sales commission program, to appropriately mirror growth objectives of the organization
- Forged solid relationships with Suncor Energy, Magna, Barrick Gold, Bombardier, Saputo, Encana & CN Rail



June 2011 – December 2017

*Canada's leading provider of armoured car transportation, ATM servicing and currency processing to banks, retailers and government agencies.*

#### National Sales Manager (Canada)

October 2014 – December 2017

- Managed 4 District Sales Managers, cascading to a team of 36 sales professionals – across Canada
- Responsible for the fiscal performance of BIZ-O-VAC's Canadian sales division – \$116MM+
- Accountable for achieving overall sales objectives including, new business, organic growth and client retention
- Hosted weekly sales management meetings and presented monthly reviews to Vice-President, Sales
- Quarterly sales visits, across Canada to coach sales team and liaise with key accounts

FISCAL	TARGET	ACTUAL	PERFORMANCE
2017	\$111,000,000	\$116,045,332	104.5%
2016	\$106,500,000	\$110,634,790	103.8%
2015	\$99,000,000	\$104,220,339	105.3%
2014	\$96,500,000	\$94,352,379	97.8%

- Circle of Excellence Award (2015 + 2016) + Ring Club Award (2015)
- Launched salesforce® CRM to increase sales team's productivity and measure KPIs
- In a determined effort with the Finance division, reduced DSO (Days Sales Outstanding) from 41+ to 27
- Principal Member of project team in creation of BIZ-O-VAC's SuperExpressCash® product – an industry first
- Selected as SME for two initiatives: Sales Force Reorganization and BIZ-O-VAC's BigMoney® product offering
- Forged solid relationships with Royal Bank, TD Bank, Scotiabank, CIBC, BMO, Wal-Mart, Couche-Tard & Costco

## National Account Executive (Commercial)

June 2011 – October 2014

- Responsible for new business and account management of BIZ-O-VAC's Canadian Commercial division – \$28MM
- Introduced switching barriers and identified additional revenue opportunities within current client portfolio

FISCAL	TARGET	ACTUAL	PERFORMANCE
2014	\$26,000,000	\$28,005,674	107.8%
2013	\$23,500,000	\$24,546,887	104.5%
2012	\$21,250,000	\$22,493,247	105.8%
2011	\$19,000,000	\$20,335,333	107%

- Secured key national accounts including, Wal-Mart, Home Depot, Lowes, Metro Inc., Canadian Tire & Coca-Cola
- President's Club Award Winner (2013)
- Promoted to National Sales Manager leadership position (October 2014)



## ACME Courier Company

March 2004 – May 2011

*Founded in 1977, Acme Courier Company is among the largest express carrier and package delivery organizations in the world.*

## National Account Executive (Retail)

April 2008 – May 2011

- Managed and developed Acme's Retail vertical market at the enterprise level – \$41MM
- Consultative selling – incorporated Solution Selling® to ensure solutions matched clients' explicit and implied needs
- Focused on account penetration, new business development and implementation of pragmatic switching barriers
- Negotiated volume agreements and contract renewals with a focus on profitability and partnerships

FISCAL	TARGET	ACTUAL	PERFORMANCE
2011	\$38,500,000	* \$41,048,645	*106.6%
2010	\$34,250,000	\$37,445,339	109.3%
2009	\$30,000,000	\$32,882,278	109.6%
2008	\$25,500,000	\$23,493,227	92.1%

\* annualized revenue performance calculated based on departure date from position

- Secured key national clients including, George Weston Ltd., Costco, Jim Pattison Group, Dollarama, Best Buy & Ikea
- President's Club Award Winner (2010) + Runner-Up – International Contest (2010)

## Account Executive (Niagara Region)

January 2006 – March 2008

- Pro-actively prospected and secured field level accounts across the Niagara region – territory valued at \$9MM
- Secured key regional accounts including, Casino Niagara, Bazaar Novelty, Star Stainless, Stokes Seeds & ES Fox Ltd.
- Promoted to National Account Team (16 sales professionals accountable for 65% of Acme's total revenues)

## Inside Sales Executive (SMB)

March 2004 – December 2005

- Sold Acme's suite of premiere courier services, by telephone, to SMB accounts across Southern Ontario
- Rookie of the Year Award (2004) + promoted to Field Sales in less than 2 years

FISCAL	TARGET	ACTUAL	PERFORMANCE
2007	\$8,250,000	\$8,825,436	106.9%
2006	\$6,500,000	\$7,058,557	108.6%
2005	\$400,000	\$442,398	110.6%
2004	\$300,000	\$346,245	115.4%

## EDUCATION / CONTINUING EDUCATION

- Bachelor of Commerce - University of Toronto 2003
- How to Excel at Managing People - SkillWorx Seminars 2018
- Finance (for Non-Financial Managers) - York University 2016
- Management One - Canadian Professional Sales Association 2015
- Group Leadership - BIZ-O-VAC Management Course 2012
- Professional Sales Management - Acme Management Course 2009
- Spin Selling - Learning Corp Inc. 2005
- Telephone Prospecting - Achieve Global Course 2004