



CAREER MAP: RAY BAKKER

EXPERIENCE

Express Delivery Solutions

Vice President, Strategic Accounts [2013]

Apple Express Logistics Inc.

Vice President, Sales [Contract: 2012-2013]

eTime Energy Inc.

Chief Marketing Officer [Contract: 2011–2012]

Quik X Group of Companies [Contract: 2010–2011]

Vice President, Warehousing Solutions

Skating Treadmill Corp. [2008–2010]

Vice President, Sales & Operations

SounDivide Inc. [2005–2008]

Senior Vice President, Sales & Marketing

Express Logistics Group [1988–2005]

President and Owner

<http://www.raybakker.com/RayBakker-Condensed-Bio.pdf>

LEADERSHIP ACHIEVEMENTS

- *Spearheaded brand positioning strategies* and new customer experience that have led to improved sales, margin and EBITDA performance.
- *Rebuilt and led high performance teams* focused on direct sales, strategic marketing, merchandising, customer service, new product development and eCommerce operations.
- *Played key leadership roles in the acquisitions and divestures* of private and public enterprises. Participated in extensive due diligence processes to provide potential investors with a comprehensive understanding of the company's capabilities and opportunities.
- *Reinvigorated corporate wide sales and marketing efforts* in a variety of highly competitive industries to better focus on high potential target consumers to generate long term competitive advantage and maximum share of customer and customer life value.
- *Directed successful launches of new customer experiences* [B2B and B2C products and services, online offerings, programs, etc.] that have led to creating new verticals and improved market share, customer satisfaction, sales and profitability for existing brands.
- *Mended fragmented working relationships with key internal stakeholders* within several sectors. Led parties through collaborative strategic planning processes creating advisory councils to drive increased participation and new corporate wide marketing agendas.

- *Generated sales, marketing & CRM capability growth* in various consumer goods and business-service focused companies. Launched new customer segmentation strategies, measurement models and targeted communication programs [i.e. social media, reverse marketing, and ethical campaigning, etc.]

KEY CHARACTERISTICS

1. Strategic Planning and Change Leadership

Leadership agility to develop vision, execute strategy and collaborate with a commitment to the customer, results and operational excellence. Take a pragmatic and forward view to the target customer and business, relative to the present and future competitive landscape.

2. Collaboration and Team Building

Capitalizes effectively on opportunities with cross-functional teams. Extensive experience in mobilizing resources to deliver new programs and results. Strong at prioritizing issues, simplifying business complexities, and creating an environment of accountability. Diverse experience at senior executive levels leading sales & marketing operations in national and international multi-unit organizations [corporate or franchised operations] in various, highly competitive industries.

3. Effective Communication

Clearly articulates objectives to create collaborative open environment within group settings; communicative to get buy in; and as coercive as needed to complete the task.

4. ROI Driven

Results driven leader with P&L experience. Rich history operating privately owned enterprises with bottom line orientation.

5. Hands-on

Field experience working new programs for sales, marketing, operations, brand strategy, CRM, business development, eCommerce, product launching and administrative functions.

CAPABILITIES

Proven successful free-thinking leader, applying over 20 year's relevant experience through positive enlightened common sense to task management.

Positions: President, / Chief Executive / Vice President / Executive Director / Interim Manager / Project Manager: in Sales, Marketing and Operations.

Markets: *Transportation* – carrier, courier, messenger; *Logistics* – distribution, warehousing, 3PL, fulfillment; *Building Products* – sound and heat abatement; *Sports* – training equipment.

References noted on <http://www.raybakker.com> and <http://www.linkedin.com/in/raybakker>.



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