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**Re: Sales Opportunities**

**Dear Reader,**

Thank you in advance for your time in reviewing my résumé.

The thrill of creating an opportunity, presenting a message and closing the deal has been a life long passion. There is no excitement greater... except in doing so for an industry leader or innovator.

**I feel confident that my abilities and your expertise will result in endless value.**

I deliver on corporate directives through dynamic relations and precise execution, achieving set goals within diverse priority environments.

I possess excellent computer and analytical skills and thrive on continual education.

Effective communications skills, integrated with a relentless focus on continual improvement, ensures success at all levels to create value-ad for all stakeholders.

**I do what you want, when you need it, and more than you expect!**

Thank you for your consideration. I look forward to your call, and possibly meeting those you feel warranted in introducing me to.

My demonstrated Sales Profile follows.

Warmest regards,



C.W. Ray Bakker  
<http://www.raybakker.com> [Please visit for more information]  
<http://www.linkedin.com/in/raybakker> [I invite you to connect]



## RAY BAKKER EXECUTIVE SUMMARY

Delivering positive results beyond expectation, I am seen as an indomitable, ingenious, tireless and responsive free thinking executive pursuing continual improvement through enlightened common sense – **I get the message, and know what to do.**

As a highly qualified executive manager I leverage strong interpersonal skills, leadership, creativity and entrepreneurial spirit to achieve business objectives – **I am communicative in initiating mandates; collaborative in moving them forward; coercive if they don't.**

Effective in staff alignment to organizational goals, I am a natural in sales and marketing – **I sell people on products and concepts equally well.**

I am a true motivator with an innate ability to engage a workforce while keeping the team focused on the organizations strategy and vision – **I am decisively organized in achieving goals.**

Result: **I have a proven and successful track record in every position I have held!**

## SALES & MARKETING MANAGEMENT

**March 2013 to Present: Managing Partner, Express Delivery Solutions, Mississauga, Ontario**

### OVERVIEW

Create a sales agency, supported by direct marketing and sales collateral supported by an interactive web site. Through the use of reverse marketing techniques and personal selling skills, secure business for multiple strategic principals in their respective markets.

### SELECTED ACHIEVEMENTS

- Ongoing and substantial

**October 2012 to March 2013 [Contract]: Vice President, Sales, Apple Express Logistics Inc., Mississauga, Ontario**

### OVERVIEW

Structure effective sales and marketing processes including CRM software, internal client division to achieve enhanced client relations to rebuild customer experience, trust, and ultimately share of wallet in multiple operating locations through various service offerings, while preparing for a Canada-wide sales team rollout.

### SELECTED ACHIEVEMENTS

- Structured Salesforce.com as the new CRM to effectively eliminate cross-over calls, improving professionalism and a clear understanding of future revenue expectations
- Created vertical specific marketing and sales collateral to pique new contact interest resulting in \$755,000 within the pipeline in less than 90 days
- Initiated several branding protocols to streamline corporate social media image
- Presented several adopted best practices methodologies within customer service, pricing, and operations departments driving elevated production and income



**September 2011 to September 2012 [Contract]: Chief Marketing Officer, eTime Energy Inc., Vaughan, Ontario****OVERVIEW**

Take a hard working executive team, with a unique product, organize them, and bring out the best qualities in each in a way that creates a sales and marketing machine to monetize all cumulative hidden value while ensuring an honest and relevant market message to engage new clients and dealers to drive top line sales.

**SELECTED ACHIEVEMENTS**

- Created management tools to effectively quote million dollar projects understanding where GP's lie and customer value is, turning more opportunities into profitable sales.
- Created sales collateral, rolled out micro-media, designed web site architecture for increased customer awareness and engaged experience.
- Increased the sales pipeline by 300% and revenue by 70%.

**September 2010 to August 2011 [Contract]: Vice President, Quik X Group, Mississauga, Ontario****OVERVIEW**

Conceive a vision and then create a full service offering to support the desires of an existing client base and accordingly create the marketing message as well as go to market sales collateral and approach to support top line needs to ensure profitability.

**SELECTED ACHIEVEMENTS**

- Responsible for new corporate brand responsible for vision, market position strategy, tactical messaging and sales roll out.
- Created sales and marketing collateral and achieved near \$700,000 annualized revenue in 120 days.
- Led sales meetings, field calls, facility tours as well as conducted boardroom presentations to MNC's as a trainer for reps and a deal closer for revenue.

**August 2008 to August 2010: Vice President, Sales & Operations, Skating Treadmill Corp., Mississauga, Ontario****OVERVIEW**

Modify ongoing the approach to a self created market by conceiving new products matched by enticing marketing collateral to generate buy in for six figure pieces of exercise equipment; and do it over and over again to effectively create a new, market accepted training methodology.

**SELECTED ACHIEVEMENTS**

- Marketed products using Web 2.0, social media and educational-based marketing concepts to successfully secure over 1,000 qualified leads in the first year
- Joined relevant organizations to successfully create buzz in a niche market generating immediate social proof and securing over \$1,000,000 Y1 and \$2,300,000 Y2
- Integrated creative content into 6 Web sites to build reverse-marketing initiatives, each targeting with a different demographic within our niche, including one market leading blog.



**November 2005 to July 2008: Senior Vice President, SoundDivide Inc., Calgary, Alberta****OVERVIEW**

Create a message compelling enough to educate engineers into understanding how to turn acoustic energy into heat while rechanneling the distribution network from a wholesale play into a retail sale by harnessing competing dealers and solid public relations.

**SELECTED ACHIEVEMENTS**

- Earned loyalty from purchasers ensuring placement of products in design specs leading to market awareness of over 70% in just 2 years.
- Created long-term value by gaining inclusion in higher education course content as well as in best selling do-it-yourself books, ensuring ongoing future recognition and immortalization of brands.
- Gained TV personalities trust and support, appearing on several national TV elevating products to be consumer driven, resulting in record breaking 50% quarter over quarter sales increases.
- Deployed personally designed training and educational solutions for all levels of a multi-channel network providing for future self-education, resulting in dynamic product intelligence and over \$7,000,000 in sales Y3.
- Designed dedicated Web sites, content and pricing to ensure market-friendly competition between dealers to allow for stable channel pricing allowing for volume distribution through big box retailers.

**June 1988 to October 2005: President, Express Logistics Group Ltd., Mississauga, Ontario****OVERVIEW**

Create a unique one-stop-shop by convincing the market they need something new; something that had yet to be conceived. Over time I bundled several related offerings and connected them with unique and visionary software, creating hundreds of multi-hooked clients driving revenue upwards of \$30,000,000.

**SELECTED ACHIEVEMENTS**

- Designed sales literature and quotations consistent with customer's demands to secure over \$1,000,000 in new sales Y1.
- Created Service and Rates guides to reflect definitive services and assessorial charges, leading to sales of \$2,230,000 Y2.
- Hired, trained and worked with additional independent sales consultants to promote product and gain a larger share of market, eventually securing clients outside core market of Ontario achieving sales of over \$4,600,000 Y3.
- Expanded brand-width to include new verticals such as electronics, pharmaceuticals and entertainment niches to reach sales of up to \$645,000 per month.
- Achieved broad-based marketing success with fully integrated Web site that included ability to sell and market products coast-to-coast adding to share of customer and eventual sales of over \$15,000,000 per year in one SBU.
- Through data collection and SWOT analysis, identified marketing partners and acquisitions leading to explosive Group growth of over 3,000% in the last 5 years.

**EDUCATION & CERTIFICATIONS**

SSHGD - Clarkson Secondary School  
AIA Certified - American Institute of Architects  
CSP Certified Sales Professional [enrolled] – Humber College  
CTR [TR] Certified Technical Representative – [enrolled] – CSC  
PCD Principles of Construction Documentation, Construction Specifications Canada [CSC]  
PLM Product Launch Manager, Jeff Walker trained

## **PROFESSIONAL**

Canadian Marketing Association, Member  
Canadian Professional Sales Association, Member  
Canadian Association of Management Consultants, Member  
Other industry associations [available upon request]

## **PERSONAL**

Sponsorships of sports teams  
Assist coach in hockey, lacrosse and soccer  
Support not-for-profit organizations, charity events and fund raisers

## **REFERENCES & RECOMMENDATIONS**

Please review at <http://www.raybakker.com> and at <http://www.linkedin.com/in/raybakker>

