

ROBERT GILLELAN

Suite 200, 44 College View Ave. Toronto, ON, M5P-1J5
(416) 569-9688 rkg@gillelan.com www.gillelan.com
Bilingual: English and French

Director Level: Sales and Marketing

- Accomplished executive leader and entrepreneur with a strong portfolio of successes orchestrating the growth, optimization or start-up of diverse businesses within online marketing services, software technology and consumer packaged goods
- Known for rapidly investigating and analyzing marketing or sales problems then effectively implementing strategic solutions. Innovative Marketer and Award Winning Salesman
- Honored with the University of Toronto's "Award for Excellence in Teaching" for combining expertise in marketing and sales strategy with an inspirational, mentor-based teaching style

Strategy • Marketing • Branding • Business Development • Client Relations
Operations and Financial Management • Project Management • Interactive Websites
Organizational Development and Growth • Search Marketing and Advertising

PROFESSIONAL EXPERIENCE

SABBATICAL, Montreal, QC and Toronto, ON, 11-2005 to 02-2007

Major Achievements

- Developed extensive market knowledge of oncological pharmaceuticals, health care processes and the economics of cancer.
- Wrote a blog that chronicles my wife's victory over Breast Cancer, and a manuscript about how husbands can help their wives through the ordeal.

UNIVERSITY OF TORONTO, Toronto, ON, 05-1999 to Present

MARKETING AND CRM INSTRUCTOR

Duties include Product Development and delivery of four course curriculums and their content for adult learners and business professionals: Strategic Selling and CRM, Strategies for a Web Presence, E-commerce Strategy and Integration and Integrated Branding: Online and Offline.

Major Achievements

- Honored by the University with "The Award for Excellence in Teaching" in 2001, and nominated again in 2004
- Product Development Consulting for building the E- Business Management Curriculum for the School of Continuing Studies

KRPLINK INC, Toronto, ON, 08-2003 to 11-2005

DIRECTOR CRM AND INTERACTIVE PRACTICE

Leadership responsibilities as Director of the CRM and Interactive Practice at this Retail Marketing Agency included: strategic planning, brand management, project management and account management, managing employees, freelancers and vendors.

All CRM, E-mail Marketing Campaigns and Search Engine Optimization Packages, Online Marketing Strategies, and New Business Pitches were managed or enhanced by the Interactive Team's capabilities.

Major Achievements

- Implemented Search Engine Advertising and Placement Strategy that resulted in a 300% increase in site traffic and pinpointed processes that were improved to increase online sales by 150%
- Implemented the first online promotion for a Consumer Packaged Goods client spanning 205 brands
- Cut the cost of managing a legal firm's website by \$50,000 per year and created quarterly annuity revenue
- Increased a Consumer Beverage opt-in e-mail list from 10,000 to 100,000 in three months

G2 GROUP, Toronto, ON, 05-1997 to Present

GENERAL MANAGER

The responsibilities as General Manager included but were not limited to proactive management, oversight of all office and onsite project personnel, sales, marketing and execution activities. The prime focus was to drive customer expectations and corporate objectives to assure job quality, work process consistency and implementation of best practices in order to achieve business success.

As General Manager, G2 achieved break-even status in 9 months; controlling growth and managing resources was the key challenge because of an average 150% growth in business per year.

Major Achievements

- Lead the eCRM strategy project team resulting in a 300% increase of tracked investment opportunities, doubling of the prospect database and cutting report generation time from 5 days to minutes
- Designed and delivered a *bilingual* e-marketing/CRM workshop to Industry Canada which helped to open \$105 million in federal funding for rural broadband initiatives
- Developed Return on Investment (ROI) and Lifetime Customer Value Analysis Tools and Classroom Training for software and Internet companies that helped land two multi-million dollar contracts.
- Developed Brand Strategies and Lead generating systems for Business-to-Business websites

MCAFEE SOFTWARE, Unionville, ON, 11-1996 to 06-1997

ENTERPRISE SOFTWARE ACCOUNT MANAGER

- Negotiated a \$1.5 million AntiVirus, and Help Desk software license with the Government of British Columbia
- Converted a key account back to the McAfee Help Desk after they had purchased a competitor's offering
- Established two core competency VAR relationships and the only Systems Integrator in Quebec

SYMANTEC CANADA, Montreal, QC, 06-1993 to 11-1996

SENIOR CORPORATE SALES REPRESENTATIVE

- Won Presidents Club Award by exceeding 2 Million \$US sales quota by 115%, 113% and 109%
- Negotiated \$1.2 million annual sales contract with the Quebec Government
- Justified business case for French technical support and a customer service call-center

SRA (SCIENCE RESEARCH ASSOCIATES) LTD, Montreal, QC, 09-1988 to 04-1993

SENIOR SALES REPRESENTATIVE

- Exceeded sales quota 1990 , 1991 and 1992

Q.W. PAGE ASSOCIATES INC, Toronto, ON, 03-1987 to 06-1988

PUBLIC RELATIONS

- Organizing participation and logistics for Computer Trade Shows and Corporate Road Shows
- Organized and conducted Press Tours with the CEO across the United States and Canada.

EDUCATION

CERTIFICATE OF PUBLIC RELATIONS: HUMBER COLLEGE

BACHELORS: GEOGRAPHY (GEOGRAPHIC INFORMATION SYSTEMS): UNIVERSITY OF WATERLOO