

ROBERT GILLELAN

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Bilingual: English and French

SUMMARY

Use my Strategic CRM, Analytical, Project Management and Consulting skills to direct teams creating focused customer satisfaction and loyalty programs that deliver measurable results to the bottom-line.

CAREER ACHIEVEMENTS AND SKILLS

Community Professor: CRM Strategy

1999 – Present

University of Toronto

Part Time

- Granted the **Award for Excellence in Teaching** in 2001, nominated again in 2004
- Product Development and content delivery for adult learners in three curriculums
 - Strategic Selling and CRM
 - Strategies for a Web Presence
 - Integrated Branding: Online and Offline
- Engaged by the University to consult on building the E-Business Management Curriculum

General Manager

2005 – Present & 1997 – 2003

Consultant

G2-Group inc.

Relationship Marketing

- Achieved Break-Even in 8 months
- Oversaw development of consulting and training development
- Project Manager: CRM and e-marketing enterprise software implementations
- Lead consulting team on CRM and Marketing Strategies for Bell Canada, University of Toronto, Human Resources & Development Canada, Industry Canada and Ontario Economic Development and Trade

Director, Interactive & CRM

2003 – 2005

Krplink inc.

Retail Marketing Agency

- Managed Product Development: CRM, Interactive and Search Engine Optimization Packages
- Developed Marketing Strategies and pitched them to prospects and clients
- Managed employees, freelancers and vendors
- Implemented Customer Relationship Management internally within three weeks

Enterprise Sales Manager

1996 – 1997

McAfee Software Inc.

CRM Software Vendor

- Negotiated a \$1.5 million software license agreement with the BC Government
- Designed business processes to manage 100 customer information requests per day
- Increased Sales Pipeline from \$150,000 to \$2,200,000 in 60 days

Senior Sales Executive

1993 – 1996

Symantec Canada Ltd

CRM and Network Software Vendor

- Exceeded sales quota (**President's Club**), by 115%, 113% and 109% between 1993 and 1995
- Managed Development of French Marketing Materials
- Justified and implemented the call-center business case for French help desk and customer service

Eastern Canada Account Manager

1988 – 1993

Science Research Associates (IBM)

E-learning and Computer Based Training

- Exceeded sales quota 1990, 1991 and 1992
- Developed first ever French marketing materials
- Justified the Business Case and implemented CRM internally for 7 sales representatives
- Negotiated and renewed a \$500,000 education contract with the Government of Canada

Public Relations

1987 – 1998

Q.W. Page Associates Ltd.

Accounting Software Developer

- Planned and Coordinated Press Tours, Product Seminars and Trade Shows
- Coordinated Product Reviews by Computer Publications

EDUCATION

Humber College, Ontario

Post Graduate Certificate of Public Relations and Marketing

Graduated 1987

University of Waterloo, Ontario

Bachelor of Environmental Studies

Graduated 1985

- **GIS (Geographic Information Systems) and Business**

SPEAKING ENGAGEMENTS

- Investment Funds Institute of Canada Conference, Sept. 2004
- Getting Up to Speed on Internet Marketing, Sept. 2004
- HP World 2001, Chicago
- Internet World Canada / ISPCON 2000 and 2001, Toronto
- eCRM (Customer Relationship Management) 2000, Los Angeles
- ProjectWorld 2000, Toronto
- Creating Strategic Futures, The Conference Board of Canada. 2000
- CRM Power 2000, Toronto

PUBLISHED ARTICLES

- "How to stop worrying and love PIPEDA" (Privacy Compliance) – Strategy Magazine
- "Planning for business means planning for technology" - M. M. & D. (Rogers Media)
- "Customer Loyalty - With six, you get egg roll" - Your Office Magazine
- "Reaping the Rewards of Customer Loyalty" - Bell Zinc
- "High-speed stakes for small business" - The Globe and Mail