



Martin Boyd, MBA

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DISTRIBUTION AND ACCOUNT MANAGER

~ CATALYST OF CHANGE FOR HIGH PERFORMANCE CULTURE ~

Visionary change agent that advances operational excellence and delivers dramatic gains in revenues and sales. Champions strategic initiatives which revamp approaches and achieve growth and development. Builds and leads cohesive teams with a common sense of purpose, while fostering relations with diverse stakeholders.

"Sharp and strategic...Martin generates outcomes and exceeds sales expectations on all levels."

--Ben Firth, CEO

KEY PERFORMANCE INDICATORS

Core Competencies:

Relationship Management
Team Training & Mentorship
Contract Negotiations
Account Management
Market Analysis
New Business Development
Conceptual & Strategic Sales

- ✓ Managed large portfolios and accounts in excess of \$120M.
- ✓ Secured business contracts and accounts valued at \$2M - \$17M.
- ✓ Continuously increased sales and generated revenues upwards of \$15M.
- ✓ Regularly exceeded volume & margin targets and reduced cost-to-serve; increased market shares by 400%.
- ✓ Implemented improvement initiatives and orchestrated operational restructuring.
- ✓ Identified upwards of \$220M in new business opportunities.
- ✓ Employed revenue and market growth strategies and leveraged key relationships to increase sales.
- ✓ Nominated for, or recipient of, over a dozen awards and recognitions during career tenure.

CAREER EVOLUTION & ACHIEVEMENTS

OilCorp – Canada and USA

2006 – Present

DISTRIBUTION MANAGER; NORTH AMERICA – Calgary, Alberta (2009 – Present)

Promoted to manage \$120M portfolio of chemical solvent sales across North American for international distributors. Develop and execute annual strategies and sales targets to grow market share and reduce cost-to-serve, collaborating closely with senior level staff at multi-billion dollar corporations. Provide leadership and direction to various stakeholders regarding market direction, market pricing, go-to-market strategies, competitor activities and development of cohesive global strategies.

- Evaluated pricing strategies; reduced expenditures by 42% and redeployed sales team from eight members to two members over a two year period.
- Increased sales by 50% this past year with major national distributor.
- Developed and executed annual strategies for North America; exceeded margin targets every year.
- Employed more automated procedures; improved payment performance, eliminated over \$500K in balance dues, and reduced payment terms from 45 to 37 days.



NATIONAL SALES EXECUTIVE – Houston, Texas (2006 – 2009)

Recruited to drive critical customer support recovery and channel management of solvent purchases for Midwestern USA – a \$60M portfolio. Rebuilt suffering relationships and implemented new thought processes. Developed marketing strategies focused on revenue and market share growth.

- Initiated solvent consumption analysis for Midwest region to locate new markets; increased portfolio revenue by 55%.
- Secured several new contracts; created revenues of \$15M.
- Reversed client loyalty decline by 76%.

National Rail – Canada and the USA

2000 – 2006

NATIONAL ACCOUNT MANAGER – Toronto, Ontario (2004 – 2006)

Supported second largest customer - Big Motor Company - with annual revenues of \$125M; oversaw inbound parts and outbound finished vehicles and all related daily operational activities. Provided monthly operational scorecards to customer detailing car supply and on-time performance.

- Negotiated \$40M Car Plant expansion contract.
- Spearheaded reconfiguration of rail operations and services for newly created Ontario assembly plant.
- Designed customized service plans for each unique plant; increased on-time performance and cost-savings by 24%.

NATIONAL ACCOUNT MANAGER – Chicago, Illinois (2000 – 2004)

Within premier role, charged with developing and executing a strategy and sales plan for recently merged automotive and intermodal sales; modeled plan to include 'door-to-door' retail service. Proposed new product, service and value proposition to senior management; conducted thorough and detailed industry research to support benefits of utilizing rail transport versus automotive.

- Exceeded budget goals by 34% in 2002 and 39% in 2003.
- Secured three new contracts valued in total over \$4.5M.
- Led \$16M analysis of operations between Canada and USA.
- Identified and corrected billing issues; eliminated balance dues of \$750K.

EDUCATION & TRAINING

Master of Business Administration – *University of Calgary*
Transportation Certificate – *University of Alberta*

- **Completed over 20 professional development courses** in the areas of strategic sales, contract negotiations, leadership, coaching, conceptual selling, and economy and eBusiness impacts.

Board Member – City International Trade & Development Committee

Board Member – Advisory Panel of the National Association of Chemical Distributors

Team Lead/Chair – OilCorp Safety Committee

Member – OilCorp Chemical Diversity and Inclusiveness Committee