

Rommel Santos

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PROFILE

A Dynamic Sales Leader in wireless telecom who has the ability and experience to support, develop and manage retail channels on a national scale. Recognized as having an innovative management style and has a proven track record of delivering a high level of management and support for all sales channels and works well in a cross functional setting. A trusted advisor with demonstrated business skills, excellent problem solving and analytical skills. Is able to manage multiple tasks in an analytical, organized and decisive manner. Known as diplomatic communicator and strong relationship builder and highly responsive to change. Thrives on diverse challenges that others avoid, providing accurate and timely results. Without fail, projects a polished, positive and professional demeanour.

AREAS OF EXPERTISE

Retail Marketing and Support	Retail Sales Management & Operations	National Retail Management
Multi Channel Management	Retail construction management	Project Management
Channel Sales & Marketing	Compliance and Governance	Training and Facilitation
National Account Management	Retail Real Estate	Business Intelligence/Analytics
Dealer/Franchise Channel Sales	Process and Policy Implementation	

KEY STRENGTHS

Excellent Account Relationship Skills
Managing 3rd party retail, National Retail, and independent retail channels
Superior Cross Functional Team Skills
Analytical, creative and driven to achieve business objectives
Highly adaptable with a broad range of transferable skills
Ability to multi-task without losing focus
Performs well when requiring decisive action
Ability to complete tasks within allocated deadlines
Methodical and detailed oriented
Experience in delivering quality solutions in a multi-faceted environment

PROFESSIONAL EXPERIENCE

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Digital Sales and Marketing • **Freelance Professional**

Oct 2018-Present

ENVIRONMENTS: Retail • Start Up • Shopify • Retail Marketing • Google Analytics/Marketing • Facebook Analytics/Marketing • Web Design • Product Design • Graphic Design • Project Management

Dedicated to delivering cost effective digital presence and retail marketing solutions for small independent retail businesses. Bringing extensive experience in wireless retail, we provide digital marketing expertise in web design, site management, SEO, UX optimization, graphic design, blogging, and product management.

ROGERS COMMUNICATIONS Inc. [Mobility bought by Rogers in 2015]
Simultaneously positions held:

2009-2018

Senior Manager • Regional Manager • Manager, Partner Acquisition and Real Estate • Director, National Retail

ENVIRONMENTS: Budget responsibility • National Sales Channel Management • National Retail • National Account Management • Complex Analysis • Project Management (Enterprise) • PnL • Compliance and Governance • Policy and Process implementation

Senior Manager, chatr Dealer Sales 2016-2018

Accountable for the performance of over 200 retail sales associates, 35 dealer principles, and 5 dealer business Managers on a National scale. Engaged in management and development of the independent retail channel by being

accountable for the successful merger, rebranding, business process integration, marketing implementation, analytics, and the complete sales management of the channel. Lead and participated several cross functional teams to execute retail initiatives including Channel Support and retail strategy. Successfully led the effort of 4 Dealer Account Managers in 5 regions across Canada and provided the necessary leadership to make growth possible. Applied flexibility and skills as a problem solver in order to face all the transitions phases. Accountable for project initiatives into the channel.

Regional Sales Manager, GTA – 2015-2016

Accountable for 70% of Mobilicity's activation volume while comprised of 134 retail locations in the GTA, 44 in Western Canada; and 14 in Ottawa. Successfully gathered 100k new subscribers per year. Provided Operational and Sales leadership for Regional Managers in Western and Eastern Canada. Accountable for the creation and implantation of Marketing and retail initiatives.

Director, National Retail – 2012

*Directed Mobilicity's resources to sell in the **Walmart, Loblaw, and 3rd party retail channels**. Accountable for the relationship, policy and process, sales performance, finance and analytics.*

Manager, Partner Acquisition and Real Estate – 2011-2015

In-charge with acquiring retail dealers in each market and driving sales to market expansion across Ottawa, Edmonton and Calgary markets, and credited for the successful launches of those markets. Credited for successfully negotiating the sale of 20 corporate stores nationally resulting in a reduction of over a \$1m in operating cost. Responsible for all aspects of Dealer recruitment, real estate selection and acquisition including lease negotiations, and terminations. Designed and implemented regional locations strategy.

Regional Manager, Alberta – 2010-2012

Led Alberta's effort in expansion and distribution presence, increasing sales by 20% upon added 4 new dealers across Calgary market. Lead a team of 6 Dealer Account Managers across the province. Provided senior leadership by implementing new process, policy, reporting, and structure.

Manager Exclusive Dealer Channel, GTA – 2009-2010

- Acquired **12 new dealer partners** and the start of **28 branded dealer** locations between August 2009 and launch day of May 2010.
- Designed and launched the process for acquiring, establishing, and the strategic mapping of Mobilicity's dealer channel. Launched the dealer channel in Toronto, Ottawa, Calgary, and Edmonton on the target date, meeting all financial budget.
- Elevated Mobilicity's credibility to the Canadian Consumer by acquiring key real estate, establishing Mobilicity's presence as player in wireless retail.

Achievements

- Successfully managed all aspect of complex merger of the Dealer Channel. **78** stores were rebranded from "Mobilicity" to "Chatr". Another **10** stores were added under own leadership creating record sales.
- Recorded unprecedented year-over-year growth of **54%**.
- Established **9 new chatr branded locations** across Canada, including Montreal, which is experiencing tremendous success, further accelerating growth in 2017/2018.
- Added 120k new subscribers per year.
- Successfully recruited and established 28 new dealer locations in 6 months in Toronto
- Credited for the successful launch of the Ottawa Market and Edmonton markets

HMV Canada • Sales Operations Director, Wireless

2008-2009

Mandated to launch HMVs wireless category in 6 high profile stores. Produced HMVs Standard Operating Manuals, training curriculum and backend operating processes including IT, order processing, finance, inventory control, human resources, etc. Lead sales and support projects to completion.

Achievements

- Successfully launched all 6 locations within budget and time line.

EARLY EXPERIENCE

TELUS COMMUNICATIONS Inc. – various positions held

2004-2007

Dealer Development Manager • Regional Expansion Manager • Data Development Prime – GTA

Achievements

- Recruited and established **6 new dealers/locations** contributing and additional 12000 new activations annually.
- Facilitated the mergers and acquisition of **7 dealers** improving operational efficiencies resulting in greater dealer profits by reducing costs.
- Met all personal and business objectives annually, including trending **110%** to target for 2007.

BELL WORLD ERIN MILLS • **Franchise Operator- Owner**

1999-2003

Managed all aspects of Franchise Business management: PNL, Finance, Human Resources, Taxation, Accounting, and Corporate Governance. With four major product lines, the business had over 600 SKUs and turned inventory every 15 days.

Achievements

- Annual Sales averaged **\$3.2 Mil**, over **400** wireless activations monthly.

BCE (BELL MOBILITY/BELL DISTRIBUTION Inc.) • **District Manager/Regional Manager**

1995-1999

Achievements

- Led the growth and development of up to **20** dealers and **40** locations in a fast-changing wireless environment.
- Managed the dealer channel's sales and marketing effort to the Chinese market. Chinese activations grew **10-20%** annually from the effort.
- Implemented a successful fourth quarter retail campaign that was instrumental in achieving **120%** of target.

EDUCATION

CONCORDIA UNIVERSITY • **Bachelor of Art, Economics** – *graduated*

HONORS & AWARDS

Named top District Manager 3 of 4 years – Bell Mobility/Bell Distribution Inc.