

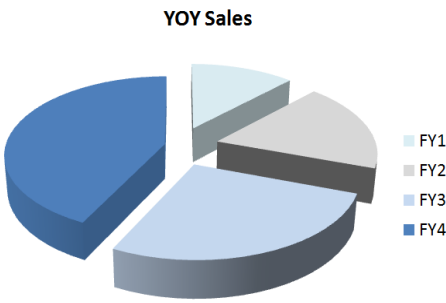
RYAN YORK, MBA

2468 Change Career Path
Contribution, Sask. C3S 6C9

509-630-0369
ryanbyork@donations.ca

DEDICATED DIRECTOR of MAJOR GIFTS

Resourceful development professional with over 14 years spearheading programs to success. Proficient strategist, negotiator, and business developer who delivers dramatic gains in revenue. Demonstrated interest in funding research and donor motivation. Combines expertise in progressive prospecting and lead generation with qualifications in campaign design and market launch. Develops marketing communication to drive donor awareness, raise visibility, and build brand recognition.

AN IMPRESSIVE RECORD OF SALES GENERATION		
Fundraising & Project Strategies	 <p>YOY Sales</p> <p>Legend: FY1 (light blue), FY2 (grey), FY3 (medium blue), FY4 (dark blue)</p>	Client Relationship Management
Brand Recognition		Corporate Partnerships
Marketing Campaigns		Prospect Mining
Corporate Training		Government Relations
Sponsorship Initiatives		Board Level Advisor
Revenue & Funding Growth		Alternative Source Funding

*A trustworthy leader who earns respect and loyalty
with a persuasive influence to close major deals with confidence*

Solicitation & Stewardship

- Cultivated stakeholder relationships securing over \$21M in new business.

Client Recognition

- Contributed to the development and participated in the delivery of a stellar Loyalty Program.

Appreciation Events

- Led events designed to foster customer appreciation and secured \$55M in research funding.

Direct Mail Campaigns

- Collaborated with marketing and delivered successful direct mail campaigns for 15,000 clients.

Revenue Generation

- Contributed to a corporate record in sales volume that exceeded budget by 26 % on a \$15M target.

Corporate Goodwill

- Led a corporate initiative and raised over \$5M in a volunteer role for Habitat for Humanity.

Continued...

Champion the cause / Accelerate the funding

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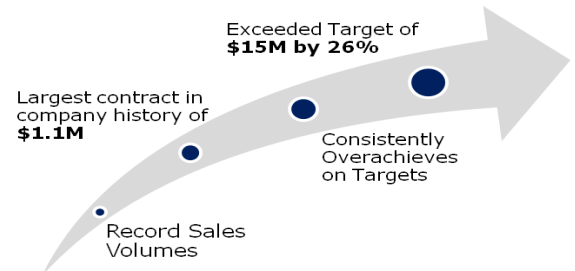
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CAREER CHRONOLOGY

Alliance Pharmaceuticals 1994 - Present
CANADIAN SALES MANAGER / NATIONAL ACCOUNTS MANAGER / SALES REPRESENTATIVE

Promoted to progressive leadership roles managing multi-million dollar service contracts.

- **Salvaged \$20M in new business contracts** with Proctor & Silex through tactful negotiations and communications with stakeholders.
- **Delivered a \$2M cheque to Target Foods** as part of the corporate Loyalty Program based on their ongoing contributions and faithful business partnership.
- **Represented Canada on an international sales task force** developed to evaluate strategic pricing, currency exchange, and relationship building to target the largest accounts worldwide.
- **Delivered high-level business plans to corporate headquarters** in the United Kingdom as part of the Senior Management Team.
- **Exceeded Year-Over-Year and Year-Over-Target objectives** in all sales roles both personally and while managing sales force development.



AWARDS

Hired, trained, and coached a national team of sales representatives in effective sales methods and received award winning commendations for exceeding targets in two consecutive years

EDUCATION & PROFESSIONAL DEVELOPMENT

Diploma, Business Administration – Sales and Marketing

Toronto College of Sales Professionals, 1993

Karass Negotiation Seminar • Spin Selling • Key Account Management

Actively committed to professional development and continuing education through workshops, courses, and seminars.

SELECTED COMMUNITY CONTRIBUTIONS

Volunteer on two homes for the Burlington Build - Habitat for Humanity (2007)

Corporate Fund Raising - Habitat for Humanity (2007)

Child Sponsor – World Vision (ongoing)

Champion the cause / Accelerate the funding