

MARK T. DALES, MBA

SENIOR SALES & MARKETING EXECUTIVE – BUSINESS TECHNOLOGY SOLUTIONS

22 Cross Street ♦ Middle, ON ♦ M3P 3P3 ♦ H: 905.223.4567 ♦ mdales@markt.com



Enterprise Security Software | Security & Networking Solutions | Systems & Infrastructure

Strategic, senior sales executive with extensive experience in the North American high-tech industry. Provides end-to-end sales and marketing expertise to outperform the competition. Brings a thorough understanding of customer buying motivators driving bottom-line results. Implements sales discipline driven by action to manage client relationships and close sales. Takes ownership of sales initiatives and business growth to increase market share, sales revenue, and corporate profitability.

Revenue & Profit Growth

Sales & Marketing Strategy

Market Analysis & Expansion

Territory Planning & Positioning

Decision Making & Problem Solving

Organizational Leadership

Critical Account Profiling

Customer Relationship Management

Multi-Channel Sales Expertise

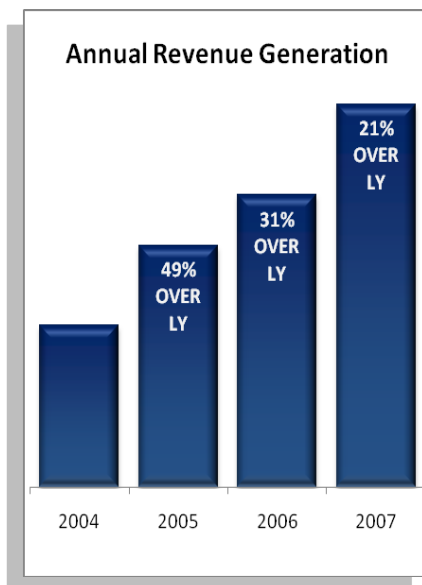
AWARD WINNING SALES & MARKETING PERFORMANCE

Executive of the Year

Platinum Winners Circle

Sales Manager of the Year

PERFORMANCE MILESTONES



Led enterprise sales, sales engineering, and channel teams to exceed annual targets with 49%, 31%, and 21% growth over three years.

Improved market share after winning 347,500 seat licenses and securing \$15M in new business with the Ministry of Labour.

Developed channel plans that accelerated sales and delivered \$11M in revenue becoming a major force in the Canadian PC market.

Surpassed corporate objectives for broadening channels by developing a Service Provider channel that resulted in a \$22.7M business.

Delivered a profitable business expansion resulting in 300 customers, a 6.5M run rate, and 120% of revenue objectives in only 6 months.

Continued...

Outstanding performance management + ongoing customer loyalty = greater revenue

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PROFESSIONAL EXPERIENCE

Trendy Technology, Rillia, ON

2004 - Present

A worldwide market leader in the Secure Content Management market. www.trendy.com

NATIONAL DIRECTOR – CANADA

Recruited to drive revenue growth and new client acquisitions in the Canadian market.

- ☑ Closed the largest North American deal in company history by winning a 160,000-seat account worth over \$3M for five years. Secured this customer and won the business from a major competitor.

Business Growth	2004	2005	2006	2007	2008
Revenue Generated	\$18M	\$19.9M	\$24.3M	\$31.2M	\$40.5M
Cost Savings Attained	\$130K	\$180K	\$197K	\$296K	\$490K
Profit Gained	\$5.7M	\$7M	\$8M	\$9M	\$13M

McMichael Canada., Tryon, ON

2002 - 2004

A global Security Risk Management service provider for government and private sector organizations. www.mcmichael.ca

REGIONAL SALES DIRECTOR

Sought after to develop new and existing business and salvage declining sales performance.

- ☑ Drove revenue performance achieving consistent increases with 8% annual growth in fiscal year 2003 and over 13% for fiscal year 2004. Highest Canadian growth, ranked in the top three for all of North America.

Compile Canada Inc., Mississauga, ON

1999 - 2002

An international provider of Networking Infrastructure Solutions for enterprise and small businesses. www.compileolutions.ca

DIRECTOR – SERVICE PROVIDERS & NATIONAL ACCOUNTS

Retained to lead sales force development and strategic alliances with premier service providers.

- ☑ Elevated Compile Canada to the forefront in the retail sector by saving \$1.3M for service providers while reducing internal costs by an average of \$1.5K per customer.

Computers International, Miceal, ON

1997 - 1999

A Value Added Reseller (VAR) serving enterprise, government, and SMB's in the Canadian market. www.computersintl.ca

VICE PRESIDENT of SALES & MARKETING

Brought in to expand business into Ontario for an organization founded and based in Winnipeg, MB.

- ☑ Successfully grew business in new markets through direct mailing and vendor marketing campaigns. Leveraged existing relationships to exceed targets, enhance revenue performance, and improve profitability.



ACADEMIC CREDENTIALS

Masters Business Administration

University of Quebec; Gatineau, QC

Bachelor of Commerce - Marketing

University of Quebec; Gatineau, QC

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