

**Anthony VELUIRE**

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Having served in Sales and Marketing leadership roles in Solar Industry for the past 3 years, with continued success in meeting business and marketing goals, I am confident that I can make a valuable contribution to your organization's future projects and initiatives.

What I bring to the position is a combination of team leadership, strategic planning, and business development skills that I have leveraged to meet and exceed expectations. My sales and management experience has strengthened my ability to analyze customer needs, co-develop and present appropriate solutions, and win over both prospective and existing customers.

Some of my achievements that illustrate the type of performance I can bring to your company include:

- **As Sales Manager, I led sales force and accelerated growth and market expansion, expecting an average of 150% of quota.**
- **As Marketing Manager, I planned a \$100k CAD intensive communication strategy to develop brand appeal which projected a 40% increase of direct prospects.**
- **As Business Developer, I established and trained dealers' network of 20 companies all around France.**

I would bring to your district not only these business and marketing skills, but also a loyal, positive and dynamic attitude that I have displayed throughout my career. My passion working in Renewable Industry leads my motivation to surpass myself in my work.

With this background and passion, I am sure I will be an asset for your company.

Again, my résumé will detail the required skills and background you seek. I would welcome an opportunity for a personal interview to discuss your organization's needs and the results you can expect from me in addressing those needs. And I thank you in advance for your time and review of my qualifications.

My contact information is 416-666-1560 or veluire.anthony@gmail.com.

I look forward to speaking with you.

Sincerely,

*Anthony VELUIRE*

# ANTHONY VELUIRE

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## JOB OBJECTIVE

To obtain a challenging position with an innovative company in Renewable Energy field that utilizes my experience in new business development, sales management and product marketing. Bilingual in French and English with Master Degree in B to B sales and marketing development.

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## ACHIEVEMENTS

Result-proven business strategist with 3 years of experience in sales, marketing and leadership positions. Expertise in solar industry by developing business model and sales strategy to launch innovative products. Demonstrated ability to build and maintain solid vendor relationships and strong negotiation skills to enhance both company and products value. Well-versed in marketing and sales lifecycles with strong strategic planning and market analysis skills. Team leadership, active listener, projects and solutions oriented, helps a company to success in a competitive and emerging sector.

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## PROFESSIONAL EXPERIENCE

### MARKETING & SALES MANAGER

Nov 2008 – FEB 2009

*SOLECO*rsu, Borgo, France

*SOLECO*rsu is a leading company in Corsica Solar's market. Since 1982, *SOLECO*rsu focuses on design and installation of solar water heating systems and photovoltaic on-grid and off-grid systems for residential and commercial applications. *SOLECO*rsu has 4 branches and 30 collaborators which develop and look after more than 3,000 fittings.

Held full responsibility for building organizational infrastructure to support company's expansion in a competitive and growth market. Created strategic marketing and business plan, furthered brand awareness initiatives. Trained, supervised and evaluated sales force.

### Selected accomplishments:

- **Sales performance** – Managed sales team of 4 representatives and organized territory development. Results included 40% sales increase after 4 months. Organized and led monthly meetings to analyze reports and brief sales force about company sales' guidelines. Initiated individual meetings with representatives about sales funnel and planed out objectives. Expected results for 2009 are 150% sales increase.
- **Business Development** – Redeveloped sales strategies based on government rebates and new "green" loans to expand company appeal and increase sales efficiency by 50% within 4 months. Developed marketing and sales plan to enhance sales team.
- **Marketing / Branding initiatives** – Planned a \$100k CAD intensive communication strategy for 2009 to increase brand appeal which expected a raise of 40% direct prospects. Designed and customized marketing tools to enhance sales with prospects which included TV commercials, trade shows, mailing, press releases, new website, leaflets and brochures. Created business presentations to stakeholders.
- **Internal structure** – Reorganized new internal structure and administrative tools to support a 50% growth in the organization size. This resulted in a 30% increase in efficiency of productivity.

**BUSINESS DEVELOPER**

2006-2008

*SOLARIA-Systems, Bastia, France*

*SOLARIA-Systems was a small innovative company of 10 employees specialized in solar air heating systems. It offers global solution for reducing environmental impact. Merged with SOLECOrsu at the end of 2008.*

Recruited to analyze industry trends, improve internet marketing, establish policies for segmentation and market development and drove sales integration within new markets.

Selected accomplishments:

- **Business Development** – Groundbreaking into new market to launch innovative air heating systems in France. Conducted research studies to gather information on customer needs, sales volumes and competitive intelligence in order to establish the best product offer, reasonable prices, discount and credit policies. Co-created, developed and improved business model and mix-marketing to develop notoriety of company including business plan, canvassing and lobbying. Co-modeled industrial partnership with a leading company in electricity.
- **Sales performance** – Generated and created B to B and B to C prospects with cold calls which 20% became revenue generating client: \$150k CAD plus in revenues, around 25% of company's turnover. Established and trained dealers network of 20 companies all around France.
- **Marketing / Branding initiatives** – Developed promotional support such as new website, catalogues, digital presentations, and advertisements in order to support and promote the company and key products. Selected, planned and attended local and international industry events including congress, consumer trade shows and fairs. Designed and prepared booths, promotional materials, and coordinated visitor attendance.
- **Survey** – Performed satisfaction survey: created questionnaire, trained call centre staff, analyzed and publicized the results: more than 90% of the 200 people surveyed were very satisfied with the products.

**EDUCATION & TRAINING****MASTER DEGREE OF B TO B SALES & MARKETING DEVELOPER**

2008

*EUROMED Management, Toulon, France***TOEIC (TEST OF ENGLISH FOR INTERNATIONAL COMMUNICATION): 860/990**

APRIL 2008

**CERTIFICATE OF BUSINESS ENGLISH CERTIFICATE "VANTAGE"**

MAY 2007

*University of Cambridge, Cambridge, England***DIPLOMA OF ELECTRICAL, ELECTRONIC AND COMPUTER ENGINEERING**

2003-2005

*University Lyon 1, Lyon, France***AWARD & MEMBERSHIP****CANADIAN SOLAR INDUSTRY ASSOCIATION – Advocate Member**

2009

**NATIONAL COMPETITION OF MARKETING**

MAY 2006

Regional original paper's laureate

**REFERENCES AVAILABLE UPON REQUEST**