

# DANIEL E. KEARNEY

3167 Dover Crescent  
Mississauga, Ontario L5L 5V3

Phone: 905.569.0993 Cell: 416.505.3048  
E mail: dkearney@rogers.com

---

Are you looking for a senior executive to join your management team as your company grows? As the intriguing and emerging solar energy sector expands, a professional with my business experience, drive, and determination will be great value to your company.

Not only am I a business strategist, I am also captivated by working in the renewable energy industry. I am concerned about the future of the world, it's diminishing energy supplies and the effect of global warming. I believe I can make an impact convincing stakeholders to make an investment in solar energy technology.

As you will note from my attached resume, I have a solid track record of success at the senior executive level. While I have recently been working in my own company, I am anxious to return to the corporate sector where I can utilize my extensive business experience to drive your company into a highly competitive entity.

In short, I'm a senior sales generator. While holding the sales appointments with VTECH, I opened up numerous business opportunities and was key in expanding their brand recognition in Canada. I secured many multi-million dollar contracts at the national, regional, and independent levels.

I am a hands on well respected leader, coach, and motivator who drives the company to outperform the competition. I am dedicated to reviewing new business opportunities to capitalize on consumer buying habits as environmental concerns continue to be in the headlines.

Currently I am enrolled in the Solar Photovoltaic Technician Program at Seneca College and will be graduating this fall.

I'm leaving no stone unturned in my quest to secure a senior position in the solar energy industry. I can bring your company a wealth of talent. Are you willing to partner with me? If so, can we meet to discuss further how I can bring added value?

Thank you for your time and consideration.

Sincerely,

Daniel E. Kearney

# DANIEL E. KEARNEY

3167 Dover Crescent  
Mississauga, Ontario L5L 5V3

Phone: 905.569.0993 Cell: 416.505.3048  
E mail: dkearney@rogers.com

---

## SENIOR EXECUTIVE

**Fascinated by renewable energy and its impact on the world!**

***Conscientious and concerned senior executive, passionate about the implications of global warming and the need to conserve energy.***

Resourceful and creative performance driven business strategist, with a track record of delivering results, realigning business units for operational and fiscal excellence, and maintaining competitiveness. Visionary, keeps on the leading edge, expects the unexpected, thrives in a fast paced environment of ongoing challenges and diversity. Articulate, tactful, diplomatic and open communicator who builds productive rapport with all stakeholders, internally and externally. Hands on, supportive leader, mentor and coach, actively promotes career and skills development. Collaborator, business driver, projects and solutions oriented, steers a company to success in a competitive and emerging sector.

***Core business competencies include:***

▪ Executive Leadership	▪ Budget P&L
▪ Branding	▪ Marketing
▪ ISO Registration	▪ Operations
▪ Distribution	▪ Sales
▪ Relationship Management	▪ Business Development

---

## PROFESSIONAL EXPERIENCE

Dask Marketing Inc., Mississauga, Ontario

2005 – present

**PRINCIPAL**

- Provide business consulting and devise strategic planning initiatives to a diverse clientele across Ontario.

***Key contracts include:***

- Performing due diligence to evaluate a consumer electronics distribution company's distribution service.
- Requested by the Hong Kong based parent of VTECH Computer Systems to act as their Canadian representative during business meetings, building relationships with stakeholders, and maintaining their brand in Canada.

VTECH Computer Systems/ Tandex Technologies Inc.

1988 – 2005

*Held the following five progressively responsible positions:*

**GENERAL MANAGER**

2002 – 2005

- Assumed full control of the Canadian operations Hong Kong-based manufacturer of computer hardware, software, and network integration products with 75 employees generating >\$30 million revenue after previous incumbent was appointed to Hong Kong.
- Introduced a unique web-based ordering system encompassing service requests, and product ordering which optimized efficiency and provided valuable business data.
- Reduced inventory from \$5 million to \$2 million, increasing turns, enhancing supplier communications and implementing a JIT process.
- Initiated a radical corporate restructuring program to eliminate wastage and duplication, and decreasing costs in order to remain competitive.

**VTECH Computer Systems/ Tandex Technologies Inc.....continued****VICE-PRESIDENT SALES & MARKETING**

1993 – 2002

- Sourced and secured major institutional and education accounts across Canada generating \$25 million, which accounted for 80% of the overall Canadian revenue.
- Devised and implemented sales and marketing strategies as the market changed dramatically with new products being released constantly.
- Moved the corporate distribution channels from wholesale to channel and direct sales, adapting to trends in the industry and reducing costs while boosting customer service.
- Obtained Canadian Federal Government National Master Standing Offer status. Propelled sales by 10% after devising a sales plan to capture Federal Government business.
- Led the company through the ISO 9002 registration and certification, opening up new sales opportunities, primarily in the government and educational sector.
- Accountable for 30 staff, sales forecasting, and P&L.

**NATIONAL DIRECTOR MARKETING**

1990 – 1993

- Developed and produced a corporate video documenting all aspects of the corporate history which was used as a marketing tool designed to entice potential business.
- Strengthened the marketing function, revamping and returning many tasks in-house which provided seamless integration of processes and reduced costs by 25%.
- Devised and executed a multi-tier incentive-based promotion program aimed at staff and customers to increase loyalty.
- Customized programs and product offerings to capture high-volume sales with national retailers including Sears, Eaton's, and Future Shop.
- Instigated an advertising campaign in trade publications and newspapers across Canada.

**REGIONAL SALES MANAGER**

1989 – 1990

- Managed and contributed 60% of overall company sales totalling \$10 million, overseeing 6 branch offices across Central and Eastern Canada.
- Developed regional specific sales and marketing strategies which boosted client base by 30%.

**MANUFACTURER'S SALES REPRESENTATIVE**

1988 – 1989

- Oversaw the reseller sales management in Ontario, elevating sales from zero to \$250,000 per month within the first five months, consistently achieving over \$400,000 per month.

Kearney Enterprises, Toronto, Ontario

1982 – 1988

**SALES AGENT/PRINCIPAL**

- Acted as a Manufacturer's Representative during a vibrant time in computer sales, selling emerging technology including Commodore 64, Amiga, and PC Products.
- Sourced and captured an independent reseller account base and serviced national accounts including Canadian Tire, Zellers and, The Bay.

Fairview Electronics, Toronto, Ontario

1976 – 1982

**MERCHANDISING MANAGER**

- Instrumental in establishing the company as a leading retail electronics store personally generating \$1 million per annum.

---

**EDUCATION**

Seneca College, Toronto, Ontario

Graduate Fall 2008

**Solar Photovoltaic Technician Program**

Canadian Solar Industries Association, Toronto, Ontario

2007

**Fall Protection & Safety****Solar Domestic Hot Water Installation Workshop**