

Cristian Radita, MBA, B.Eng

E-mail: <cristian.radita@videotron.ca>

Mobile telephone: (514) 578-0504

SALES DIRECTOR

Sales Planning and Execution – Relationship Management – Market Expansion

Passionate, engaging, and ambitious sales leader with a 13-year track record of consistent achievement and success in driving growth and expansion into new, highly competitive enterprise software-as-a-service, rugged hardware, embedded computing and imaging & video markets. Meticulous and tenacious in seizing new opportunities, securing customer loyalty and repeat business, and forging lasting relationships with suppliers and business partners. Currently seeking to grow into a leadership role at a dynamic, well-established firm in the technology space.

Key Skills and Strengths:

- High-impact sales presentations (one-on-one and at trade shows)
- Active listening, needs assessment, and product education
- Multi-million dollar deal negotiations and completion of SANDLER Sales training course; MEDDIC sales training
- Supplier relationship development and new product launches
- Multilingual (fluent in English, French, Spanish, and Romanian)
- Strong computer literacy (Microsoft Office, Salesforce, various CRM software suites, coding in Java and C++) and highly analytical
- Worldly and open-minded (travelled to over 15 countries)

WORK EXPERIENCE AND ACHIEVEMENTS

2018-Present **Sales Director, Explorance, Montreal, QC**

Selected achievements:

- Set a **new company record** for converting a lead into a purchase contract within 2 months of hire; **beat own record** immediately after (during the holiday season); **top performer** among recent hires (4 closings in 10 months for product that has a 12-month sales cycle).
- **Expanded executive-level sales efforts** into the private sector to complement activity in the higher education market.
- **Developed relationships** with key decision makers in higher education and corporate accounts with the goal of understanding their business models and pain points, and demonstrating our value proposition both on an absolute basis and relative to competitors and their current setup.

Main responsibilities:

- Manage pipeline of business development opportunities in the higher education, government, and corporate sectors, from responding to requests for proposals (RFPs), to customer relationship development, to contract bidding and negotiations, through order fulfillment, including turnkey integrated solution designs.
- Work with Chief Executive Officer and Chief Revenue Officer on select strategic deals.
- Conduct online and in-person product demonstrations and attend trade shows in Canada and the United States.

WORK EXPERIENCE AND ACHIEVEMENTS (CONTINUED)

2006-2018 **Senior Account Manager, Integrys (ACA Group of Companies), Montreal, QC**

Selected achievements:

- Met or exceeded sales quotas throughout tenure; generated **contribution margins in excess of \$5 million on 20\$ million sales in bookings and shipments**; firm-wide leader for sales to the Defense and Government sectors, top contributor to the integration department, and top quartile for overall sales.
- Received **multiple awards** from employer, customers, and suppliers in recognition of performance. Worked with multiple suppliers such as Eizo Rugged, Cohu, GMS, Matrox, NAI, RGB, Ballard and other specialized camera, single board computers and specialized server manufacturers.
- Developed **sustainable working relationships** with key decision makers at Canadian Defense (federal government) and tier 1 integrators such as L-3, CAE, General Dynamics, and Lockheed Martin as well as local and provincial governments.

Main responsibilities:

- Lead sales and business development functions for Montreal office, including new product rollouts, turnkey integrated solution design, strategic account management, customer relationship development, contract bidding and negotiations, and order fulfillment into the military, aerospace and public security markets.
- Work with Vice-President of Sales and Marketing to set annual budgets and quotas

2004-2006 **Inside Sales Representative, Fluke Electronics Canada, Montreal, QC**

Selected achievements:

- **Contributed to record sales performance** in 2005 by actively engaging with prospective clients;
- **Materially improved customer service** by developing and implementing new procedures to reduce support turnaround time to under 24 business hours.

Main responsibilities:

- Provided pre- and post-sales support to customers located in Eastern Canada
- Assisted account manager with lead generation and business development

EDUCATION, AWARDS AND HONOURS

2008-2011 **Masters of Business Administration (MBA), McGill University, Montreal, QC**

- Concentrations in Strategy and Finance, 3.76 GPA (top 25%, Dean's list)
- Developed a quantitative based trading strategy, giving buy and sell signals for stocks traded on the S&P100 index based on the concept of Bollinger bands

2000-2004 **Bachelor of Engineering, McGill University, Montreal, QC**

- Honours in Electrical Engineering, 3.67 GPA (top 10%)
- Awarded *NSERC Undergraduate Student Research Prize* (2001)
- Awarded *J.W. McConnell Entrance Scholarship* (2000)