

Julie Delisle, BA Econ, EMBA

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PROFILE

A success-driven bilingual professional with a 15+ year proven track record of independently developing, implementing and achieving goals against strategic sales plans, that result in long term business relationships. Repeated success selling insight driven solutions, such as brand strategy consulting, marketing and communication strategies to top tier pharmaceutical and consumer packaged goods companies. A dedicated and resourceful professional with strengths including strategic business development, problem solving, analytical thinking, value-creation. Dynamic and goal-oriented, consistently meeting and exceeding performance targets.

CORE STRENGTHS

- Strategic thinker, solution focused
 - Account Leadership/Partnership
 - Consultative Sales Approach
 - Exceeding revenue goals
 - B2B & B2C sales strategies
 - Prospecting/new client development
 - Contract development & negotiations
 - Integrated comprehensive marketing solutions
 - Excel at data and insights driven solutions
 - Disciplined, Accountable, self-motivated, independent
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CAREER SUMMARY

Ashfield Canada – Montreal, Quebec
Director, Business Development

Oct 2013- July 2019

Recruited to develop and implement the strategic plan and delivery of Ashfield's revenue goals. Ashfield is the leading provider of outsourced services such as contract field sales, contact center, Business Intelligence and multiple fulfilment services for the pharmaceutical and CPG industries

- Increased revenue from in CPG accounts up to 350% YOY
- Successfully negotiated multi-service contract building a strong partnership with key client, such that at time of renewal, the need for a competitive bid was eliminated. Leveraging a consultative approach and market analytics resulted in doubling the size of the annual contract to 7 figures/year, for a three year commitment
- Successfully negotiated first ever multi-year agreements with Health Canada to help facilitate physician communications. Ensuring year-over-year growth of revenue stream.
- Built and sold first ever fully integrated multi-service program, integrating each of Ashfield's business units in order to deliver best possible value for the client and ultimately position Ashfield as a highly valued partner, through quality execution of this strategy.

ICOM, a division of Alliance Data – Montreal, Quebec
Director, Sales – National Accounts

Sept 2007-Jan 2013

Recruited to independently develop client partnerships with key Pharmaceutical and Consumer Packaged Goods for their research-driven promotional initiatives. Programs offered include targeted campaigns based on category and brand insights, in order to meet various marketing objectives.

- 400% revenue increase in the Quebec region in a 3 year time frame, in the midst of a recession
- Executed successful programs, providing the lowest number of credits and securing profitable business for the company
- Strong team player who remained flexible from a scheduling and category management

standpoint, assisting management to accommodate both clients' business needs and maximize company revenue

- Involved from kick-off through to close, making recommendations regarding creative offers, targeting and research that maximized their marketing dollars and ROI.
- Presented thorough post-program research insights on their category, brands and competitive landscape.
- Worked with various key stakeholders to build successful programs that met their specific needs.

News Marketing Canada, a division of News Corporation 1997 – 2006

(Includes corporate predecessors News Canada Marketing and News Marketing FSI)

Account Director / Senior Account Director (Sept. 2001– Nov 2006)

Managed and grew existing territory sales through balanced selling of product portfolio, including national in-store advertising options and Free Standing Insert (FSI) business.

- Three consecutive years of double-digit growth over corporate sales objectives
- Initiated a number of product innovations that were later added to NMC's product portfolio
- Reached 115% of annual quota midway through the fiscal year
- Cultivated trusted relationships with key decision makers
- Developed new corporate business opportunities working with US News Marketing counterparts to identify and leverage potential opportunities in both Canada and the US.
- Supported and developed assigned Account Coordinator through inclusive management style
- Signed a record number of 2-3 year Right of First Refusal agreements with Canadian Packaged Goods clients

Account Associate (June 1997 – Sept. 2001)

- Maintained successful internal sales program, supporting department relationships to more efficiently facilitate the sales process
- Built new client relationships through responsiveness, efficiency, and advanced system and product knowledge
- Produced insightful client proposals, presentations, and analysis through proficient knowledge and application of presentation and research tools
- Responsible for seamless execution of all media programs
- Coordinated tie-ins between retailers, manufacturers and our New York office

Parfumeries "Dans un Jardin" Canada

1995 – 1997

Head office of Dans un Jardin and Parfums de Cuisine franchises

Commercial Director

- Traveled throughout Quebec, New Brunswick, Ontario, and Florida, training new franchisees on product knowledge, sales techniques, customer service, traffic management
- Supervised a team of three consultants.

EDUCATION

Executive MBA (including business integration program in China)

June 2009

École des sciences de la gestion, UQAM

Bachelors in Economics

May 1995

UQAM

LANGUAGES

English and French (perfectly bilingual both written and oral)

VOLUNTEER WORK

Fondation Marie-Eve Saulnier

Board Member

May 2018- to date