

Mark Hebert

Business Development & Project Management

Cell: (514) 266-4545

Email: hoco14@hotmail.com

Executive Summary

- Senior sales background with 11 years' experience operating in a B2B / Business Development role. 7 years' experience within a B2C environment.
- Experienced with small business hurdles to growth/scalability and increasing profitability with established multinational business environments. Worked for companies in the finance, logistics, construction and real estate development sectors.
- Experienced with operations, sales, project management, supply chain distribution, marketing, finance and credit. This includes close collaboration with all team members in a management capacity.
- Dynamic and entrepreneurial professional with clear execution of core business drivers and metrics for increasing sales volume & profitability. Strong negotiation and communication skills. Ability to establish rapport and trust quickly reinforcing customer loyalty and creative conflict resolution. Successful career consistency navigating profitable arrangements.
- Resourceful and continuously hunting for opportunities within an evolving marketplace. Navigates innovation and processes with customer solution-based results. Regularly utilizes professional network to achieve corporate objectives and sales.
- Perseverant with a strong sense of ownership, professionalism and execution.

Professional Experience



White Pods Pharm

Ottawa, ON

Director – Construction & Franchising

2019 to Present

Small cannabis Licensed Producer (LP) in early stages of infrastructure & expansion. Responsible for commercial construction coordination for 24,000 square foot grow operations facility and establish micro-cultivation franchise/licensing model. Other duties include residential home development coordination for 250 acre parcel of land and commercial retrofit. Principle assignment was to start with the residential development.

- 120 residential home / 250 acre land parcel feasibility and produced pro-forma residential development analysis. Includes discount rate to assess holding cost, cash flow and risk with a mortgage REIT.
- Evaluation of local market competition, demographics, population density & regional economic support.
- Municipal coordination with local building codes/by-laws and draft plan of subdivision proposal package. This included any regulatory modifications with the Ministère des Affaires Municipales et de l'Habitation (MAMH).
- Master plan coordination with WSP, Fotenn, EXP and associated engineering teams.
- Sourced all pre-development land studies (Professionals) and associated costs, consulting with biologists, arborists, geotechnical & topographical surveyors and negotiating with deforestation/lumber mills.
- Architectural design evaluation to establish building costs per home model and in tandem with consumer trends/local appeal.
- Marketing initiatives to stimulate interest & pre-sales. Deposit incentives.
- Composition and familiarity with LOI, MOU & Term Sheets. Construction proposals in line with the CCDC.

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BONE Structure

Laval, QC

Director of Business Development

2014 to 2019

- Delivered first “Master Plan” community (Bolton, ON) contract in company history. 18 condo units.
 - \$1.9MM contract value.
- Delivered 12 lot “Micro-Community” contract (Beeton, ON) incorporating ecologically responsible building practices and NetZero design.
 - \$3.6MM contract value.
- Opened new US market (Windham, NY) – 14 lot recreational property development at base of Windham Mountain Resort.
 - \$4.5MM USD contract value.
- Preferred vendor agreement with 18 lot exclusivity with shared solar field. 43 lots total (La Conception, QC). Architectural / Engineering services sold to design & engineer clubhouse, restaurant & hotel.
 - \$5.4MM contract value.
- Established and developed BC & AB (Canada West) markets with BC leading all other provinces for margin of profitability and contract value.
- Implemented outsourcing 3rd party architectural concept design in BC & AB. This initiative hedged internal risk (Interpretation of building codes outside QC) and improved client retention. Increased conversion rates from design stage to building materials stage (Core business) from 60 to 80%.
- Collaborating with the Director of Marketing & Communications; cross-sold marketing services and branding content for each development in addition to architectural / engineering services including key input for online real estate platform BONEliving: <https://boneliving.com/>
- Managed all stages of custom home project – From Concept to final Turn-Key budget and delivery.
- Familiar with LEED / NetZero / Passive building methodology.

HELLMANN WORLDWIDE LOGISTICS (HWL)



Dorval, QC

Transborder Division Manager

2009 to 2014

Reporting to the Branch Manager, built Hellmann (HWL) Montreal Transborder Division. Played key role in developing HWL Canada & HWL US branches increasing transborder traffic via the Montreal office. This initiative was successfully achieved working with 4 specific branch offices in Canada and 7 in the US with their respective branch managers.

- Started division budget with an average of \$2,000 per month; current over \$36,000 per month.
- Increased division traffic count from 8-15 transactions per month to over 100.
- Increased profitability per transaction from \$75 to over \$200.
- Increased customer retention, volume and profitability by identifying specific customer needs, providing unique cost solutions and acting as a valued partner to their supply chain.
- Developed a network of core carrier relationships to service all parts of Canada / US / Mexico for specific customer demands and equipment type.
- Project lead for Over Dimensional or specialized transportation that involve provincial permits, carrier / police escorts or consulting with Provincial transportation authorities (MTQ / DOT).

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IG WEALTH MANAGEMENT

Pointe Claire, QC

Financial Consultant

2001 to 2008

Full financial planning services, including investment (risk management), insurance, estate, mortgage and retirement planning. Analyzed current financial situation and provided personalized financial plans for clients based on goals and objectives. Utilized cash flow management, pension/personal investment statements, annual income tax returns and credit statements for analysis and recommendations.

Thorough knowledge of tax, estate, insurance, mortgage, credit and investment planning, with some exposure to U.S. and corporate taxation.

- Built and managed a \$12MM asset base with over 200 clients. This was achieved by consistent prospecting via cold calls and establishing a network of contacts with professional partnerships in order to develop, identify and attract new business.
- Established a business referral partnership with Scotiabank for new mortgage business. This collaboration created client solutions (existing and referred) for debt consolidation, mortgage renewals and increased leveraged assets to invest. This initiative created immediate client value and trust resulting in new business assets being transferred from other competing financial institutions.
- Recognized in the February 2001 issue of IG Magazine as top first year consultant for February with \$1,123,421 Net new business assets.
- Wrote for the 2003 February issue of The New Canadian Reporter.
- Certified representative with the Autorite Des Marches Financiers (AMF).

Education

- **BA Economics**
 - Concordia University, Montreal, Quebec
- **Certificate of Achievement – Advanced Personal Finance**
 - The Institute of Canadian Bankers
- **Certificate of Achievement – Personal Finance**
 - The Institute of Canadian Bankers
- **Personal Financial Planning Program (PFP – Quebec)**
 - The Institute of Canadian Bankers
- **Canadian Investment Funds Course**
 - The Investment Funds Institute of Canada

Other Skills/Licenses/Certifications

- CRM dynamics (Salesforce) & reporting
- Web conferencing & online productivity utilities (Project deployment)
- Proficient use of Microsoft Office Suite (Word / Excel)
- (2019) NOVA Sales & Management Certification
- Health Canada security clearance
- Class 1 license