

ADAM RIVER

Business Development • Account Executive • Turnaround Expert

PROFILE

SENIOR SALES PROFESSIONAL AND BUSINESS DEVELOPMENT EXPERT

with unique ability to identify business opportunities across industries, including construction, electrical and commercial retail sectors. Deal broker and negotiator using market research methods to identify prospects, determine the competition and prepare pitches that produce results. Skilled at identifying and targeting business decision makers with a track record for exceeding sales goals, employee engagement and customer loyalty.

RELEVANT SALES & MANAGEMENT EXPERIENCE

Sales Manager

(see page 2 for roles spanning 2009 - 2017)

Coastal Security Services | Calgary | Edmonton, AB | 2017 – Present

- Reported to the Vice President Sales for Western Canada's largest on-site security provider and mobile fleet of security equipment and professionally trained handlers, drones and dog teams.
- Gained \$300K revenues in only 9 months (3-year contract) by targeting and winning 2 sought-after commercial builders in a highly competitive industry.

MARKET EXPANSION THROUGH DATA ANALYSIS, MARKET KNOWLEDGE AND EXPERT BUSINESS PLAN EXECUTION

————— \$900K IN REVENUES IN ONLY 9 MONTHS —————

\$600K+

\$600K+ revenues
using market research
tools in only 90 days

\$300K

\$300K YoY revenues by
winning 2 large sought-after
commercial builders

BUSINESS GROWTH THROUGH STEALTH MARKET RESEARCH

- Successfully led the business development strategy for targeted customers and subsequently acquired profitable property management contracts--leading to an attractive and sustainable revenue stream of \$630K over 13 months.
- Targeted key business decision makers using market research tools, such as the *City BOMA Guide* and mining personal industry contacts. As a result, won 10 of the targeted 15 companies in only 90 days while continuing to gain ground with the remaining five. This led to a combined \$600K+ revenues (to date).

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INDUSTRY EXPERTISE

- Business Turnarounds for Private Equity Companies
- Restaurant Operations & Exit Strategies
- Commercial, Industrial & Electrical Construction
- Retail Construction
- Heating Ventilation & Air Conditioning (HVAC)
- Occupational Health & Safety

KEY COMPETENCIES

- Outside Sales
- Expert-Level Prospecting
- Market research
- Verbal Communications
- New Business Development
- Relationship Management
- Pipeline Development
- Customer Service Excellence
- General Management
- Business Planning
- Risk Management & Mitigation
- Decision-Making
- Contract Negotiations
- Strategic Planning
- Presentations & Demonstrations
- Inventory Management

TRAINING

- Valid OSSA | CSTS | Fall Protection
- First Aid | WHMIS | H2S
- Aerial Lift & Platform Tickets

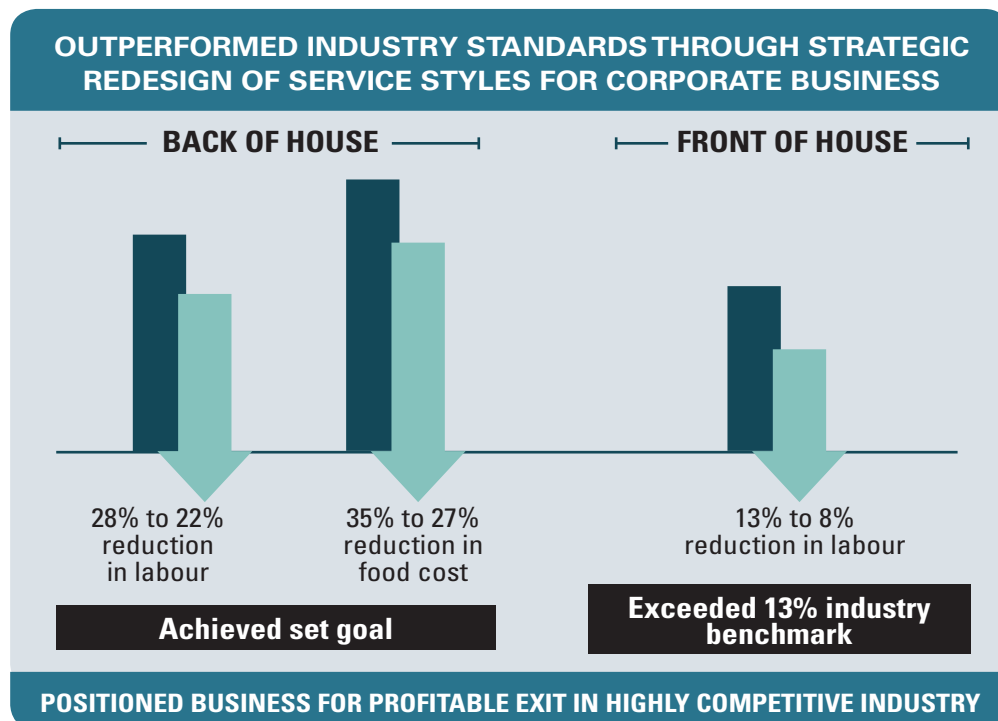
WORK ABSTRACT

- General Manager
- Sales Manager
- Store Manager
- 2nd Year Electrical Apprentice
- 1st Year Electrical Apprentice
- Commercial Renovations
- Home Renovations

General Manager

The Digby Restaurant Group | Calgary, AB | 2008 – 2009

- Hired to achieve substantial profits and to position both venues for sale. Managed two high-end restaurants in Barrington and George Avenue, 110+ seat trendy restaurants with ~45 employees.
- **Reported directly to the owners and repositioned** the brand from a family restaurant to a high-end corporate supplier for companies with expensive budgets who required a quality culinary experience for their employees and clients. Boasted excellent employee retention of 98% for consecutive 24 months.
- Managed \$50K corporate events with profitable results. Positioned the company for a profitable exit.
- Recruited and trained a high-impact management team and instilled a culture of customer service excellence and exemplary table service resulting in lucrative repeat and referral business.
- **Outperformed industry standards with 13% to 8% reduction in labour for front of house, 28% to 22% for labour back of house and 35% to 27% reduction in food costs. Yielded solid profitability and reduced costs in preparation for planned business exit in a competitive industry.**



- Targeted wedding planners as clients by analyzing surrounding businesses, determining their critical needs and leveraging the popular downtown location of the restaurant.
- Reduced legal liability for the company and the customer by initiating a taxi service for major parties to ensure that no one was leaving the property unable to drive. This delivered peace of mind to everyone and was highly popular.
- **Drove sales from \$4,000 to \$22,000 per event thereby repositioning company as a preferred corporate supplier for large meetings and events.**
- Engaged in competitive intelligence by learning about local competitors by sampling their products and services to determine how to improve the menu while reducing costs.
- Proficiently managed budget, forecast and restructured labour costs. Proactively involved in all aspects of the restaurants, including kitchen and store-front operations.

Sales and Marketing Manager

The Flanders Group | Calgary, AB 2002 – 2004

- Pub group of three restaurants (Flander Mills) in Lake Letson, a popular and trendy destination with 230+ seats. Quickly promoted from Events Manager to Sales and Marketing Manager for delivering rapid results.
- Nurtured existing client base and focused on first-rate customer service. Repeatedly exceeded customers' needs, and this translated into improved profitability.
- Organized corporate parties, Christmas parties and other events to generate sales and gain word-of-mouth business. Recruited a semi-professional soccer team and positioned Flander Mills as their pub of choice.
- **Increased corporate sales by 33% per month by utilizing innovative sales techniques and growing client base through existing broad client network in Calgary—earning up to \$29K per day during peak times.**
- Engaged in competitive intelligence by learning about local competitors by eating at their restaurants to determine how to improve the menu, lower costs and out-serve the competition.
- Spearheaded new business opportunities to engage the community and drive revenues by initiating a block party in the Flander Mills Market. This was a highly popular community event that became the gold standard for after-work parties.
- Developed sales targets in collaboration with the owners; tracked sales, identifying strengths and challenges. Earned \$25K revenues per day breaking the previous track record by more than \$8K.
- Rewarded with a mid-year bonus by delivering continuous growth through effective use of sales closing skills.

PREVIOUS WORK EXPERIENCE

Electrician

Major construction companies in Alberta | 2012 – 2016

A significant project in this role included a 120-unit multifamily rough-in that included multiple accountabilities delivered on time and on budget while meeting 100% regulatory requirements.

- Using exceptional people management skills, quickly garnered the trust of senior management and then subsequently assigned to manage a finishing crew of 6 to complete 120 units.
- Served on the Joint Occupational Health & Safety Committee ensuring the crews were 100% compliant with safety regulations.
- Managed inventory monitoring and fulfillment for a 120-unit multifamily rough-in by directing a 6-man crew for the finishing stage of 120 units.
- Coordinated the schedule and time monitoring of finishing with project manager and developers site superintendent and site developers property manager resulting in 100% compliance to timeline and budget.
- Interpreted residential, commercial, industrial prints and schematics and ran slab core line for installing and terminating residential and commercial panels.
- Scheduled 3-phase panels and interpretation of 3-phase prints and schematics with excellent working knowledge of 120v, 208v 347v equipment. Installed and terminated CDP units on the consumer end.
- **Terminated, installed and scheduled industrial panels in compliance to the engineering design in a commercial context with uncanny ability to troubleshoot complex circuit problems (*see below*).**
- Installed and terminated meter banks for single and multifamily homes and industrial transformers.
- Led problem-solving for residential, commercial, industrial circuits, panels and devices.
- Connected, terminated, tested and meggered heat trace on industrial applications.
- Interpreted grid maps to identify devices on industrial plants.
- Communicated with other trades with prints and schedules to time and coordinate tasks.

Adam River Renovations

Self-Employment | Home Renovations | Calgary, AB | 2009 – 2012 and 2014 – 2017

- Led quality renovation projects for select clients in the Calgary area with specific know-how in full-service renovations of residential basements and select commercial renovations for businesses, including:
- Spearheaded renovation of a Calgary 3-floor plan supper club and lounge, including all electrical components. Led installation and termination of new panels, new circuits, deleting old circuits, running circuits, installation of lights, receptacles, data runs and kitchen circuits. Project was delivered on time and on budget successfully passing city electrical inspection.
- Performed quality renovations of 7 commercial and residential bathroom and kitchen renovations.

Restaurant Server

Alberta Tower | Calgary, AB | 2005 – 2008

- Awarded important parties and events because of exceptional attention to detail, menu knowledge and attention to guests. Earned in excess of \$1800 in tips per week while leading a team of servers. Grossed the most amount in tips and was rewarded with repeat guest business.

Store Manager

Alban Coffee | Calgary, AB | 2000 – 2001

- Opened the store and then targeted and negotiated product placement in office buildings surrounding the store leading to greater revenues and profitability. Sold the most coffee machines in the district at \$1500 per unit. Created a “hey Norm” [Cheers TV show] milieu in the store by introducing written names on coffee cups.

“If I were to describe Adam River by three general characteristics, they would be: **punctual, industrious and completely trustworthy.**”

– John Churchill, Former Employer and Owner of Rapid River Cottages, Central Alberta