Simon Elkrief

514-578-7882

simonelkrief@icloud.com

**OBJECTIVE**

An Information Technology Senior Management Position in a multidisciplinary environment

**PROFILE**

* Bilingual (French, English), strong communication, organizational and active listening skills.
* Excellent interpersonal and leadership skills;
* Strength in attaining goals set by the organization, build and execute business plan
* Extensive negotiating background with suppliers and B2B
* Proactive approach to decision-making and problem-solving Ability to manage, motivate, direct team to common goals
* Extremely creative, able to find solutions to difficult problems and situations, innovator, and self-starter with perseverance and positive attitude
* Expertise in companywide restructuring while streamlining the internal organization

**SUMMARY OF QUALIFICATIONS**

* Strong Leadership with management and organizational skills with extensive MIS/IT background
* Superior project cycle management, with attention to detail, while keeping vision in mind
* Extensive MIS/IT background with 20 years as managing director across a wide range of industries
* Excellence in building collaborative relationships (internal and external)
* Ability to identify key contacts within an organization and establish mutual beneficial relationships, while identifying opportunity, and closing the loop.
* IT/MIS specialist, with extensive communications, software, and network deployment experience.
* Strength in creating new ideas and driving strategic programs through complex project management processes
* Innovative industry 1st for creating retail, wholesale specializations in distribution methods with third party logistics

**COMPUTER SKILLS**

Apple Specialist, MAC, PC, networking Security, IT/MIS specialist, expert knowledge of everything Apple, Servers, PC, IP networking, managed and structured networks, Microsoft products.

**WORK EXPERIENCE**

**Vice President of Business Development –GTI Canada Inc.** 2016-2017

* Develop company wide sales strategy for all departments
* Spearheaded all customer presentations
* Built and populated a complete CRM system for prospecting with over 4000 pre-leads
* Develop strategies in increasing sales related to GTI’s IT outsourcing program and all other departments
* Assist in complete customer satisfaction and quick and timely response
* Implement strategies in selling the Total Manager ERP apparel/footwear distribution system that was acquired by GTI from Flexcor
* Increase awareness of the software solutions department towards existing and potential customers-increase sales
* Head and train software and hardware purchasing department with 2 buyers
* Negotiate agreements with new and existing vendors of IT related software and hardware and distributors lead to increase in credit lines with vendors
* Helped organize and attend all trade shows

**President Flexcor Management Inc.** 2012-2016

* Created, Invented, “Total Manager ERP “Solution for wholesale footwear / apparel market, with SKU generation engine, successfully launched, installed system and implemented to multiple customer sites. Provide specialized IT related services, sell, install, deploy servers and services related to installations mentioned.
* Identify key markets segments to introduce complete end to end ERP system for wholesale verticals, identify processes weaknesses and propose solution
* Identify key strategic accounts · Identify C-level contacts and other contacts at all levels of the key strategic account and start the sales process, demonstrate the solution, contract negotiations, close the sale, co-ordinate the financing, manage the account transition to
* Co-ordinate the sales process with business analyst in order to demonstrate how the ERP solution will benefit the organization · Recommended the complete ERP solution, and suggested ways to enhance current business processes with solution, convinced audience that with use of ERP system explosive growth is expected
* Champion the sales cycle from beginning to end, including signature of contracts, co-ordinate the payment terms, ensure total customer satisfaction
* Champion the handoff cycle to developers to ensure a smooth transition to the implantation cycle
* Follow the implementation phase into the account in order to ensure a successful rollout
* Successful relationship building in order to achieve sales targets
* Successful building of sales funnel, and closing sales, attain yearly sales quota
* wholesale hardware specialist, build head office and wholesale hardware configurations
* Propose head office servers, warehouse processes, and overall workflow of information
* Sold Company to GTI Canada In 2016

**Director of Operations, project manager interior design-Retail** KDI Design Inc, 2006- 2010

* Manage designers, contractors, office staff, all levels of awarded projects
* Manage customers building budgets, work flow calendars, production schedules
* Co-ordinate the construction budgets for clients, manage funds for contractors, negotiate leases for clients, deliver the retail outlet on time, on budget
* Hire, train staff, motivate staff, sales teams
* Manage office, create and maintain budgets.
* Created multi-level selling strategies, achieved, surpassed all sales goals.
* Managed multi store openings, renovations, and design with head designer for major retail chains across Canada and the US.
* Complete management process as per designs, building plans, building retail stores, and head offices to specifications, accountable for all deliverables.
* Management and oversight of all business and personnel aspects
* Directed, assisted and participated in the development of strategic plans, marketing plans, business reviews, business-building programs.
* Built and implemented ERP System, including accounting, quotes, PM modules
* Worked closely with all trades, and architects to assure stores would be delivered on time, and on budget, including municipal engineers, and retail mall owners.
* **Director** MIS/IT Flexcor management Inc. consulting firm, 2006-2008
* Consult small businesses to streamline operations
* Implement company wide MIS/IT infrastructures
* Advise customers on how to create a web presence
* Enable customers to remotely administer and monitor their business *Achievement: Developed suspended holographic remotely administered transparent screens*
* **Managing Director, President**  Imcad Canada Inc.2002-2006
* Major shoe brand import Company, Guess subsidiary of US firm
* Created multi-year business plan, spearheaded operations of company, including office setup, distribution center, IT and MIS systems and accounting strategy
* Deployed resources as per hiring personnel, creating management, sales, administrative, marketing teams/
* Worked extensively with factories overseas to build the product line, created line sheets, managed the sales force.
* Developed just in time inventory strategy and systems
* Repositioned merchandising for existing shoe and apparel brands (Guess, Beyonce, Buffalo, and many other brands) for our resellers
* Created line-wide costing and pricing, marketing, sales and administration plan for Canada
* Deployed an industry 1st in distribution B2B wholesale of products on the web to better serve customers with overnight shipping
* Organized trade shows, traveled country, lead sales managers to open major accounts in Canada to attain and exceed sales and profit quotas

**Managing Director, President** Solucentre Informatique, 1998-2002

* Invested, opened first ever Apple retail store.
* Managed multimillion-dollar budget
* Hired, mentored, trained sales, marketing, service, customer service managers
* Maintained impeccable accounts receivables and outstanding customer service *Achievement Led corporate division and its managers to attain sales and profit quotas*
* **Managing partner, VP Operations**, Corporate, Retail and Sales. Microserv, 1986-1998
* Spearheaded growth of major Apple multi location retailer to 20 million in sales
* Managed multiple departments with over 70 employees
* Founded Location in Laval with 30 employees, and grew to 6 million in sales
* Led marketing and sales group to achieve record sales and contracts
* Responsible for growth and profitability of Microserv’s consumer, corporate portfolio
* Managed new product development, pricing and sales promotions
* developed new vendor strategic relationships and just in time product inventory placement
* Managed market development and co-op funds from manufacturers (MDF, BDF)
* eliminated waste, improved efficiency, cut costs including administrative and warehousing departments
* Managed vendor relations
* created one of a kind customer experience model at retail level
* Managed, motivated all department heads, from sales to marketing, purchasing, inventory control, accounting and IT system development
* Co-hosted CJAD radio talk show for benefit of organization
* Organized multi year and largest industry trade show with a record 25,000 attendees under MAC Horizon banner
* Managed impeccable accounts receivables, and payables and all aspects of accounting
* Established unsurpassed corporate and end user customer service and excellence
* Sold company in 1999

**EDUCATION**

Concordia University Bachelor of Arts N/C

Concordia University IT/MIS N/C

Vanier College Quebec DEC

Various IT industry training and certifications

*INTERESTS*

Build and fly remote control model helicopters with homemade remote wireless video system, reverse engineer consumer electronics to make them better, developed consumer electronics (especially Bluetooth enabled devices), star gazing with telescope, and various outdoor activities including golfing, Camping.