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| **Marc-Antoine Bellavance** | **(514) 653-5269** |
| St-Bruno-de-Montarville | bellavance.ma@gmail.com |

**ABOUT ME**

Experienced manager in sales and marketing with strong analytical skills. Solid experience in business development & business strategy with over 15 years in the manufacturing and energy industry. Strong interpersonal and communication skills as well as a sound diplomate.

**PROFESSIONAL EXPERIENCE**

**Manager, Marketing Strategy and market intelligence 2013-**

Énergir – Montréal

* Manage multiple marketing departments: Customer Analytics, Demand forecasting & strategic planning, Market Intelligence & research, Commercial strategy, and technology research and development.
* Establish the marketing and sales strategy while defining market priorities for the company.
* Develop the Business Intelligence (BI) strategy.
* Develop the commercial programs and new business models along with the sales department.
* Member of the company’s innovation committee and various think tanks.

**General Manager, Business Development 2012- 2013**

Kruger Publication Papers Inc. – Montréal

* Develop and organize the global Sales and Marketing strategy while going after new markets.
* Directly responsible for a $100M customer portfolio in the international market.
* Financial and operational analysis of business opportunities.
* Lead in the cost reduction and value creation activities.
* Responsible for sale and marketing Key Performance Indicators (KPIs)
* Responsible for budget and sales forecast for the company.

**General Manager, Sales Administration 2009 - 2012**

Kruger Publication Papers Inc. – Montréal

* Manage the customer service, production planning, and pricing departments.
* Manage and financially optimize an order book of 1.3 million tonnes of publication papers representing more 1 billion dollars in sales across 4 Canadian paper mills.
* Participate in the elaboration of the sales and marketing strategy.
* Participate in the elaboration of the supply chain strategy.
* Develop, manage, and provide the sales analysis and reporting for the company.
* Responsible for the environmental communications with customers and stakeholders.
* Responsible of the sales budget and sales forecast for the company.
* Develop and track the key performance indicators (KPIs)
* Actively participate in the elaboration and the management of costs reduction projects.

**Manager, Administrative Services 2008-2009**

Kruger Publication Papers Inc. – Montréal

**Sales Analyst/ Environmental Communication Coordinator 2007-2008**

Kruger Inc. – Montreal

**Sales Analyst 2006-2007**

Kruger Inc. - Montreal

**IT Project Management (ERP & BI) – Team Leader 2005-2006**

Kruger Inc. - Montreal

**Customer Service Representative – International Sales 2004-2005**

Kruger Inc – Montreal

**EDUCATION**

**CIREM-HEC Montreal – Executive Program 2012**

HEC Montréal

**Bachelor in Business Administration (BBA) 2003**

***International Business and SME Management***

Université Laval, Quebec

**Diploma of College Studies (DEC) - Administration 1999**

Cegep de Ste-Foy, Quebec

**ADDITIONAL TRAINING**

**Governance, Role & Responsibilities of Board Members 2011**

Réseau Jeunes Administrateurs, JCCM, CRE Montréal, Collège des administrateurs de sociétés

**Dale Carnegie Course 2008**

Dale Carnegie

**Business Process Improvement Expert (Green Belt) 2007**

La Différence

**Accounting for Non-Financial Managers 2006**

Kruger University

**Team and change management 2006**

Société Pierre Boucher

**COMPUTER SKILLS**

**Softwares:** MS Office (Word, Excel, PowerPoint, Access, MS Project, Visio), PowerBI, SAP, Oracle, JD-Edwards, CRMs

**SOCIAL AND PROFESSIONNAL INVOLVEMENT**

* Invited Speaker at the 2019 Les Affaires Conference **2019**
* Vice Chair of the board at IRGLM Foundation (now Foundation RÉA) **2011-2013**
* Invited Speaker at the 2013 Energy Solution Center Conference (TMAF) **2013**
* Invited Speaker at the 2012 FORAC conference  **2012**
* Member of the Market Leadership committee at Forest Products Association of Canada. **2007-2013**
* Member of the Corporate Forum on Paper and Environment with Industry leaders **2007-2010**