

Justin Mayo

Through my extensive experience in finance and business development I've learned repeatable, scaleable strategies to source, qualify and generate inbound/outbound business opportunities while helping drive over \$2 million in success fees for my employers. As I look to the next stage of my career, I am searching for an opportunity where I can hone this skill set and add value to a growing organization that is making an impact through technology and innovation.



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WORK EXPERIENCE

Senior Associate (as of January 1, 2022) BDO M&A and Capital Markets

04/2020 - Present

Toronto, ON

Achievements/Tasks

- Assisted in 40+ client sign-up cycles at various stages, from lead generation, qualification, preparation/presentation of the pitch, fee negotiations, to client sign-up.
- Qualify inbound/outbound prospects and buyer leads to source high-quality clients and credible buyers/investors.
- Developed go-to-market strategies for 20+ deal marketing campaigns targeting qualified, key decision-makers across North America and Europe, which generated qualified leads through 100+ daily cold outreach and follow-up.
- Currently play an integral role in supporting multiple engagement teams at various stages of the transaction cycle, and provided support on over 10 closed engagements to date.
- Assisted in the implementation of "Goldmine" to the BDO team. Goldmine is a specialized deal management CRM that is used to significantly improve prospect/lead pipeline management and expedite outbound deal marketing and business development campaigns by over 100%.

Research Analyst Geneva Canada

05/2018 - 02/2020

Toronto, ON

Achievements/Tasks

- Generated business opportunities through outbound prospecting and marketing via cold calling, email, and marketing campaigns.
- Conducted research and developed go-to-market strategies for potential prospects/buyers through phone, LinkedIn, email, industry associations, reports, and other sources.
- Conducted 10+ active deal and prospect marketing campaigns of 100+ daily cold calls and follow-up calls, as well as weekly email blasts, to develop business opportunities for the client or my employer.
- Assisted in winning 2 client sign-ups for my team, where I prospect, qualified, and pitched each prospect.

EDUCATION

Bachelor of Business Administration - Finance

Sheridan College - Pilon School of Business

09/2015 - 05/2018

SKILLS

Written & Verbal Communication	●	●	●	●	●
Business Development	●	●	●	●	●
Negotiation	●	●	●	○	○
Pitches & Presentations	●	●	●	●	○
Project/Time Management	●	●	●	●	●
Microsoft Office	●	●	●	●	○
Client Relationship Management	●	●	●	●	○

PERSONAL PROJECTS

DEVOUT Sound Radio (09/2021 - Present)

- Launched "DEVOUT" in September 2021 as a personal project. DEVOUT is a carefully curated music blog dedicated to promoting underground house and techno music.
- Have generated over 500 listens across Soundcloud and Youtube channels.

ACHIEVEMENTS

BDO Marketplace Launch (01/2021 - Present)

I played a key role in the development of "BDO Marketplace", a specialized M&A service offering catered for small and medium-sized Canadian businesses. I assisted in prospecting, qualifying, engaging, and closing the first 4 engagement files under the program since its launch in 2021. An additional 7 active engagements have been generated over the year as well as a pipeline of approximately \$3.5 million in potential revenue for my employer.

10 Successful Geneva Canada Transaction Closings (05/2018 - 02/2020)

Successfully prospected, qualified, engaged, and helped close 10 engagement files in a small team of three experts under two years.

INTERESTS

Sports

Business

Technology

Video Games

Self-Development

Entrepreneurship